Children's Footwear Market in China 2015-2019

**Publication ID:** TNV1215206  
**Publication Date:** December 30, 2015  
**Pages:** 62  
**Publisher:** TechNavio  
**Countries:** China [1]

$2,500.00

**Publication Type** *

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**Country Overview (Consumer & Retail)** [2]  
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Description:

Overview of the childrens footwear market in China

Technavios research analyst predicts the childrens footwear market in China to grow at a CAGR of 12% during the forecast period. The frequent need to replace footwear due to the change in foot size is driving the growth of this market. Many children suffer foot problems by their early teens, often associated with ill-fitting shoes. The growth of e-commerce in China is also driving the market growth. For instance, during 2014, the total annual online retail sales in China was around USD 322 billion.

The increasing preference for American and European brands is expected to fuel the market growth during the forecast period. China imports around 50 million pairs per year from America and Europe. During 2011, Minnetonka, a Minnesota-based brand opened its first store in Beijing.

Segmentation by type and analysis of the childrens footwear market in China

- Casual shoes
- Sandals
- Athletic shoes
- Boots
- Leather shoes
- Slippers

Casual shoes accounted for 39% of the market share during 2014. However, athletic shoes are predicted to be the fastest growing segment during the forecast period. The rising awareness about fitness is the primary driver for the growth of this segment.

Segmentation by end user and analysis of the childrens footwear market in China

- Boys
- Girls

Girls footwear dominated the market during 2014 with a market share of 51% and is predicted to grow at a CAGR of 12% during the forecast period. The numerous styles, designs and colors available for girls are the key drivers for the growth of this segment in China.

Competitive landscape and key vendors

The children's footwear market in China is mostly dominated by domestic players. The report predicts the competitive environment in this market to intensify further with an increase in product/service extensions. International players are expected to grow inorganically during the forecast period by acquiring regional or local players.
The leading vendors in the market are -

361 Degrees
ANTA Sports
Feike
Li Ning
Nike
Xtep International

Other prominent vendors in the market include Adidas, Belle International, C.banner International, China Great STAR, Daphne International, Foshan Saturday Shoes, Peak Sport, Red Dragonfly, Warrior, and Zhejiang Aokang Shoes.

Key questions answered in the report include

What will the market size and the growth rate be in 2019
What are the key factors driving the childrens footwear market in China
What are the key market trends impacting the growth of the childrens footwear market in China
What are the challenges to market growth
Who are the key vendors in this market space
What are the market opportunities and threats faced by the vendors in childrens footwear market in China
What are the key outcomes of the five forces analysis of the childrens footwear market in China

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Table Of Contents:

PART 01: Executive summary
  • Highlights
PART 02: Scope of the report
  • Market overview
  • Top-vendor offerings
PART 03: Market research methodology
  • Research methodology
  • Economic indicators
PART 04: Introduction
• Key market highlights
PART 05: China: an overview
• Economic overview
PART 06: Market landscape
• Market overview
• Market size and forecast
• Five forces analysis
PART 07: Product life cycle
PART 08: Market segmentation by type
• Market overview
PART 09: Market segmentation by end user
• Market overview
• Girls' footwear in China
• Boys' footwear market in China
PART 10: Geographical segmentation
• Regional footwear trends in China
PART 11: Key leading provinces
• Guangdong
• Shandong
• Henan
PART 12: Market drivers
• Buying frequency
• Increase in urbanization
• Increase in working women population
• Availability of skilled manpower
PART 13: Impact of drivers and challenges
PART 14: Market challenges
• Difficult entry and exit options
• Availability of counterfeit products
• Stringent government regulations
• Highly fragmented market
PART 15: Impact of drivers and challenges
PART 16: Market trends
• Growing e-commerce in China
• Increasing demand for leather footwear
• Increasing organized retail space
• Technological innovations
• Increasing preference for American and European brands
PART 17: Vendor landscape
• Competitive scenario
• Major vendors 2014
• Other prominent vendors

PART 18: Key vendor analysis
• 361 Degrees International
• ANTA Sports Products Limited
• Feike AG
• Li Ning Company Limited
• Nike Sports (China)
• Xtep International Holdings Limited

PART 19: Appendix
• List of abbreviations

PART 20: Explore Technavio

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Population in China 2010-2014 (in millions)
Exhibit 03: GDP per capita 2010-2014 ($)
Exhibit 04: Children's footwear market in China
Exhibit 05: Children's footwear market in China 2014-2019 (in billions)
Exhibit 06: Five forces analysis
Exhibit 07: Product life cycle of the footwear industry
Exhibit 08: Market segmentation by type 2014 (%)
Exhibit 09: End-user segmentation 2014 (%)
Exhibit 10: End-user segmentation 2019 (%)
Exhibit 11: Girl's footwear market in China 2014-2019 (in billions)
Exhibit 12: Boys' footwear market in China 2014-2019 (in billions)
Exhibit 13: Key leading provinces
Exhibit 14: Major drivers of the children's footwear market in China
Exhibit 15: Impact of drivers
Exhibit 16: Major challenges of children's footwear market in China
Exhibit 17: Impact of drivers and challenges
Exhibit 18: Major trends of children's footwear market in China
Exhibit 19: 1 Degrees: Product segmentation by revenue 2014
Exhibit 20: 1 Degrees: Business segmentation by revenue 2014
Exhibit 21: 1 Degrees: Business segmentation by revenue 2013 and 2014 ($ in millions)
Exhibit 23: ANTA: Product segmentation by revenue 2013 and 2014 ($ in millions)
Exhibit 24: Feike: Business segmentation by revenue 2014
Exhibit 25: Feike: Business segmentation by revenue 2013 and 2014 ($ in millions)
Exhibit 26: Li Ning: Business segmentation by revenue 2014
Exhibit 27: Li Ning: Business segmentation by revenue 2013 and 2014 ($ in millions)
Exhibit 28: Li Ning: Geographical segmentation by revenue 2014
Exhibit 29: Xtep: Business segmentation by revenue 2014
Exhibit 30: Xtep: Business segmentation by revenue 2013 and 2014 ($ in millions)

Companies Mentioned:


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