CHILDREN’S WEAR MARKET IN CHINA

- Overview
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- Trends
- Brand analysis and profile

July 2015

The Fung Business Intelligence Centre
Asia Retail and Distribution
Children’s wear market is the fastest growing sector, and is more resilient than the women’s wear and menswear market.

China’s unique “4-2-1” family structure may soon lead way to become a “4-2-2” structure, which provides further development opportunities for the children’s wear market.

Physical stores are still important, but at the same time, multi-channel retailing is becoming popular.
Some clothing retailers have expanded their business scope by providing one-stop services to families.

Brands originally focusing on the older children segment have shifted emphasis to the baby segment.

Parents are increasingly looking for stylish and fashionable designs. Brands are offering children’s apparel that are similar to the style of adults clothing.

An increasing number of children’s wear brands have built a digital and mobile presence, and have been increasingly engaging with consumers through social media.

Rising numbers of retailers are exploring O2O initiatives.
8 KEY FINDINGS FROM OUR CONSUMER PREFERENCE SURVEY

1. Shopping malls and department stores remain the top retail channels for children’s clothing.

2. Shopping malls and department stores with child-related facilities are the most popular.

3. Chinese parents love shopping online.

4. Product safety is the number one concern, followed by “garment material” and “value for money.”
5. Simple and leisurely styles are preferred

6. Around half of respondents spend 101-300 yuan per transaction

7. Foreign brands are sought after among Chinese customers

8. Both parents and children are the decision makers when buying children’s clothing
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