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The Footwear Market in China is part of Netscribes Consumer Goodsâ€™ Industry Series. The market will be boosted by the increasing prosperity among Chinese populace and growing urbanization. The rise in retail culture is also triggering the footwear market in China. Consumers are becoming more fashion conscious and thus are creating increased demand for footwear.

http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/footwear-market-in-china-2011.html

The report begins with an overview about the global footwear market. The section provides information about the characteristics of the footwear market across the world along with forecasted market size till 2013. This is followed by the market overview of Footwear in China, providing details on the industry size in terms of volume and its growth. The section also provides the breakdown of the total cost of a pair of shoes manufactured by players operating in the footwear market in China. The report also discusses the supply chain of the footwear industry which comprises numerous stages before it reaches to the end consumers. An in-depth analysis of the industry reveals the major provinces where the industry dominates. It discusses the landscape of the major provinces where most of the footwear companies operates.

China is the largest exporter of footwear across the globe. The report provides detailed information about the size of exports and imports country-wise of footwear for the year 2010.

The report also discusses the distribution system of the industry which is transforming from traditional mode to direct sales.

Factors driving the growth of Footwear market in China are also explained in detail. Huge population and urbanization coupled with increasing prosperity among the Chinese populace are the major drivers for the industry while rising demand for leather footwear along with growing retail industry and changing lifestyle and fashion trends are providing significant opportunities for the market.

The players operating in the market face challenges which are impeding their development and growth. Major challenges identified are surging costs of raw materials & labor and volatility in currency.

Emerging trends in the Footwear market include Chinese manufacturers moving towards high-end footwear, manufacturing to design transformation and increasing popularity of functional health shoes.

The competition section outlays the competitive landscape of the Footwear industry in China briefing about the domestic and foreign players existing in the market. This section provides a ranking of the players based on the revenue and profits followed by a 3 dimensional analysis of key playersâ€™ revenues, profits and market capitalization. The report also features brief profiles of major domestic and foreign players in the market and a snapshot of their corporation, financial performance, business highlights and their product portfolio, providing an insight into the existing competitive scenario. The competition section further provides a product matrix showing the players present in the various segments like fashion, casual and sports shoes.

Key takeaway section summarizes the entire market in terms of opportunities, trends and challenges persist in the Footwear market in China.Market Report

For more information kindly visit :

Footwear Market in China 2011

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