

Menswear Retailing - China - April 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

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“The menswear market is slowing, consumers are becoming more demanding and online retail is intensifying competition. Online retailing is helping brands to increase their market penetration, but they also need to make better use of stores as customer service centres.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- How companies need to increase their competitive edge in both online and physical store retailing as the market slows
- What the impacts of online retail and social media marketing are for the menswear market
- How the market is becoming more fragmented, and how this is affecting brand visibility and competition
- How consumers are becoming more stylish and individualistic
- How consumers are becoming increasingly concerned about quality and style, rather than just price
- How women are just as important as men to the menswear market

Brands need to engage with consumers via social media so as to be able to react better to increasingly individual tastes and demands. Brands therefore need to offer consumers more individualised clothing options, and better quality, more stylish clothes for which they are increasingly willing to pay more.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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