

Menswear Retailing - China - August 2014

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"China's menswear market continues to grow, helped by the growth of online retailing, but leading retailers continue to struggle with high degrees of market fragmentation and over-supply, especially in the formal and business casual sectors."

— Matthew Crabbe, Director of Research Asia-Pacific

This report looks at the following areas:

This market comprises men's clothes through all retail outlets including direct to consumer in the People's Republic of China. It excludes footwear and clothing accessories (such as belts, hats and jewellery), but includes sportswear. Market value is at prices in retailers including sales tax.

In order to reverse this situation, retailers need to become more differentiated, by producing and selling more unique styles, providing more attractive stores, offering a higher quality of value-added service and with better online-to-offline coordination, to meet the increasingly high demands of male clothes shoppers.

There is a shift away from formality and conservatism, with the most innovative retailers and brands being those in the fast-fashion sector and which are targeting the increasingly individualistic male shoppers who are looking to keep up with the latest fashions.

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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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