

Shopping in Outlets - China - December 2020

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“Shopping in outlets is a new trend driven by consumption upgrading and increasing demand for domestic shopping.

Outlets used to be attractive for their brands and prices.

But now, providing consumer-friendly entertainment facilities with comprehensive brand portfolios can lure more consumers who are beginning to treat outlet visits as a family trip or leisure activity.”

– **Jocelyn Dong, Research Analyst**

This report looks at the following areas:

- **Places for outdoor family activities**
- **Unleashing the potential of tourism**
- **The dilemma of brand positioning and discounts**

Between 2008 and 2011, consumer awareness of outlets was relatively low, and the market had not yet been cultivated. However, from 2012 to 2017, outlets in China grew rapidly, driven by a consumption upgrade trend among the domestic middle class and the rapid development of the commercial real estate industry as a whole.

Though fashion wear, such as clothing and footwear, is the most popular category that consumers purchase in outlets, we also found increasing demand for homeware and electricals. Consumers' demands towards outlets are also increasing. They are increasingly looking for a more experiential shopping environment in outlets, especially families with kids. Entertainment facilities are becoming an increasingly important factor consumers consider when choosing an outlet.

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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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The Market – What You Need to Know

- Outlets are getting popular
- Family demands
- Domestic brands are rising

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- Increasing disposable income
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