

# Shopping in Outlets - China - December 2020

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## 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.



"Shopping in outlets is a new trend driven by consumption upgrading and increasing demand for domestic shopping. Outlets used to be attractive because of their brands and prices. But now, providing consumer-friendly entertainment facilities with comprehensive brand portfolios is key to luring more consumers who are beginning to treat outlet visits as a family trip or leisure activity." – Jocelyn Dong, Research

analyst

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### THE MARKET – WHAT YOU NEED TO KNOW

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### THE CONSUMER – WHAT YOU NEED TO KNOW

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