

Footwear Retailing - China - September 2013

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“As retailers expand their coverage across more of China and into more lower tier cities, where average store turnover tends to be lower, they must focus on raising frequency of shopping among consumers to prevent sales turnover and market share growth stagnation.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- What are the challenges facing China's footwear retail industry now as market growth has begun to slow down?
- What are consumers' behaviour regarding and attitudes towards buying footwear, pricing and frequency of shopping?
- Who are the key consumer groups for different types of footwear, and from which outlets do they tend to buy, either in-store or online?
- What can retailers do to increase the frequency of shopping and purchasing among consumers, and which consumer groups represent the greatest potential for this?
- What are the key features that Chinese consumers are looking for in terms of product innovation, fashion and shopping experience when buying shoes, that retailers can use to increase sales?

To achieve this, and respond to consumer demand, retailers need to make the shoe shopping experience more enjoyable. This can help to combat some of the growing competition from online retailers. But online retailing offers an opportunity, as well as a challenge, to footwear retailers to reach a much wider consumer base and raise brand awareness ahead of physical store network expansion.

Online retailing also presents a means through which to build stronger communication with consumers about new products and promotions, and to learn from and to respond to rapid changes in consumer demand. Keeping consumers interested and engaged in the product through the more frequent introduction of better quality and wider varieties of products can also help increase consumer shopping frequency, and so improve average store sales.

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