

Childrenswear (Incl Impact of COVID-19) - China - April 2020

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This report looks at the following areas:

- COVID-19 impact expedites the integration of online and offline in shopping and marketing
- The childrenswear industry needs a more flexible business model
- Children's opinions are becoming increasingly important in childrenswear retailing
- Childrenswear brands can think about taking a step forward regarding collaboration

2020 is expected to be a disruptive year for childrenswear retailing as a result of COVID-19. According to Mintel's monthly tracker, to understand the impact of COVID-19 in China both consumers' spending confidence and spending on clothes dropped in February and March due to the outbreak. The economic impact of COVID-19 on physical retailers also added the downward pressure on childrenswear brands since offline channels remain vital for childrenswear retailing. Meanwhile, it shows children's brands the potential and importance of selling online. Yet, seeing and touching the products still matters for childrenswear. Therefore, brands might want to think about how to better demonstrate the quality and raw material, the attributes that parents care about most, online.

Nonetheless, in the long run the children's fashion market is expected to recover and pick up growth momentum as more than two thirds of Chinese urban parents care about the looks and fashion sense of their children. Mintel's monthly tracker (COVID-19's impact on the Chinese consumer), also indicates that spending on clothing and accessories is recovering at a faster pace for respondents with children. Mintel believes cutting childrenswear expense is temporary since clothing and shoes are daily necessities that need to be regularly updated for children who can grow out of their outfit pretty quickly.



"The outbreak of COVID-19 is expected to bring a substantial hit to the children's fashion market in the first quarter of 2020, as heavily impacted offline channels are critical to childrenswear retailing. Yet, Mintel is confident that the childrenswear market will recover in the second half of 2020, since childrenswear, especially clothing and footwear, is more of a necessity as children can

grow fast." – Summer Xia,
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Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Covered in this Report

EXECUTIVE SUMMARY

- **The market**
Figure 1: Forecast of children's fashion retailing market value (adjusted for COVID-19), China, 2014-24
- **Impact of COVID-19 on childrenswear**
Figure 2: Short, medium and long term impact of COVID-19 on childrenswear, April 2020
- **Companies and brands**
Figure 3: Market share of childrenswear, 2019
- **The consumer**
- **Sports brands are most purchased in childrenswear**
Figure 4: Children's fashion products bought in the past 12 months, January 2020
- **Offline channels are indispensable**
Figure 5: Purchase channel of childrenswear in the past 12 months, January 2020
- **Shopping channels also serve as sources of information and inspiration**
Figure 6: Source of inspiration of childrenswear, January 2020
- **Children's opinion is more important than price**
Figure 7: Purchase influencers of childrenswear, January 2020
- **Seeing and touching is important when shopping for childrenswear**
Figure 8: Selected purchase behaviour of childrenswear, January 2020
- **Sell childrenswear and adultswear together**
Figure 9: Attitudes toward childrenswear retailing, January 2020
Figure 10: H&M's campaign for childrenswear
- **What we think**

THE IMPACT OF COVID-19 ON CHILDRENSWEAR

- Figure 11: Short, medium and long term impact of COVID-19 on childrenswear, April 2020
- **Opportunities and threats**
- **Invest wisely in online channels**
- **Flexible production proves to be more important than ever**

What's included

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- **The big brands will get bigger**
- **Impact on the market**
- **What we've seen so far**

Figure 12: Forecast of children's fashion retailing market value (adjusted for COVID-19), China, 2014-24

Figure 13: Forecast of children's fashion retailing market value, China, 2014-24

- **COVID-19 disrupted fashion purchase for winter**
- **Price markdown to entice consumers**
- **Shifts in consumer behaviour**
- **Spending on clothing and accessories has decreased, but not for long**

Figure 14: Changes in consumer spending on clothing and accessories, January-May 2020

- **Childrenswear is expected to recover sooner**

Figure 15: Changes in consumer spending on clothing and accessories, Feb- May 2020

- **Higher standards on quality and material**
- **Cut the spending on clothing smartly**

Figure 16: Consideration towards controlled spending, first choice, March 2020

- **How COVID-19 will reshape the industry**
- **Accelerate integration of online and offline**
- **Responsive and flexible production is the next thing**
- **Impact on the marketing mix**
- **Expedite omnichannel marketing**
- **Explore the potential of community to engage customers**
- **Speed up the innovation in material and design**

Figure 17: Annil's antibacterial and antiviral clothes for toddlers, May 2020

Figure 18: Petit Plt's clothing set, May 2020

- **COVID-19: China context**

Figure 19: Accumulative confirmed cases of COVID-19 in China, January-April 2020

Figure 20: Status of returning to work, China, March and April 2020

ISSUES AND INSIGHTS

- **Solutions for unwanted childrenswear**
- **The facts**
- **The implications**
- **Centred at what kids want to see using innovative formats**
- **The facts**

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- The implications
- Luxury childrenswear still have a long way to go
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Stable market growth
- 2020 will gradually recover from the negative impact of COVID-19
- The slow-growing young population and pursuit of style will fuel growth

MARKET SIZE AND FORECAST

- Introduction
Figure 21: Forecast of children's fashion retailing market value (adjusted for COVID-19), China, 2014–24
Figure 22: Forecast of children's fashion retailing market value, China, 2014–24

MARKET FACTORS

- Declining birth rate...
Figure 23: Birth rate in China, 2010–19
- ... yet there is a lag effect for childrenswear
Figure 24: Population aged 4–12 in China, 2010–19
- COVID-19's negative impact on the physical retailing
Figure 25: Retailing sales of garments in China, February 2018–February 2020
Figure 26: Year-on-year growth rate of retail sales of clothing in China, 2003–04
- Looking stylish is important

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Sports brands show strong performance
- Give special meaning to purchase
- Solve concerns on sizing and quality

MARKET SHARE

- Highly fragmented market
Figure 27: Market share of leading brands in childrenswear market, March 2019
- Significance of sports brands in childrenswear market
Figure 28: The proposition of market share of top ten brands by brand types, March 2019
- Fast fashion brands

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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COMPETITIVE STRATEGIES

- **Mini-me or family matching to stimulate sales**
Figure 29: H&M's mini me collection, May and October 2019
- **Customisation for different occasions**
Figure 30: DollyMix's create your own pyjamas, March 2020
- **Collaborate with fashion houses instead of well-known IPs**
Figure 31: Anta Kids x Opening Ceremony, September 2019

WHO'S INNOVATING?

- **Nike Group's subscription for shoes**
Figure 32: Nike's adventure club, August 2019
- **Anta's fun park for children apparels and shoes**
Figure 33: Anta Kid's store 4.0, May 2019
- **JD's quality assurance**
Figure 34: JD.com's new insurance policy and participating brands, March 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Fashion accessories are not as popular as apparel and footwear**
- **Brands should build long term relationship with high-income consumers**
- **User generated content on social media**
- **Adjustable feature as a point for premiumisation and differentiation**
- **Use discounts and promotions smartly**
- **Opportunities to extend the brands**

CHILDREN'S PRODUCTS AND BRANDS BOUGHT

- **Children's fashion products are daily necessities**
Figure 35: Children's fashion products bought in the last 12 months, January 2020
- **Sports brands take the lead**
- **Childrenswear brands facing severe challenges**
Figure 36: Types of brand bought for children's fashion products in the last 12 months, January 2020
- **Luxury childrenswear is a very niche market**
- **Mums leverage different brand types**
- **Small brands appeal to parents of girls and young kids**
Figure 37: Fashion products bought with small brands/brandless, by kid's gender, January 2020

PURCHASE CHANNEL

- **Online is important and so is offline**

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Powerpoint Presentation

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Figure 38: Purchase channel of childrenswear products in the last 12 months, January 2020

- **Mums prefer community-based platforms**

Figure 39: Selected purchase channel of childrenswear products in the last 12 months, by gender, January 2020

- **Brands should strengthen the relationship with high earners**

Figure 40: Purchase channel of childrenswear products in the last 12 months, by income, January 2020

- **Decision-makers favour comprehensive websites and brand stores**

Figure 41: Purchase channel of childrenswear products in the last 12 months, by decision-maker vs non-decision maker, January 2020

WHERE TO FIND INSPIRATION

- **What's on display in stores is the best advertising**

Figure 42: Source of inspiration for children's fashion, January 2020

- **Unlock the power of UGC**

Figure 43: Source of inspiration for children's fashion, UGC, by selected demographics, January 2020

- **Outdoor advertising to catch father's attention**

Figure 44: Source of inspiration for children's fashion, by gender, January 2020

- **Social media is a big deal to young parents**

Figure 45: Source of inspiration, by generation, January 2020

PURCHASE INFLUENCERS

- **Children's fashion is on the rise**

Figure 46: Purchase influencers of childrenswear, January 2020

- **Price is less important for childrenswear**

- **Children have their say in purchase decision**

Figure 47: Purchase influencers for children's fashion, my children's opinion, by city tier, January 2020

- **High tech childrenswear is not ready yet**

- **Adjustable features are worth exploring**

Figure 48: Purchase influencers for children's fashion, by income, January 2020

SHOPPING BEHAVIOUR

- **New clothes for celebrating traditional festivals**

Figure 49: Purchase occasion for childrenswear, January 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Special outfits have great potential in childrenswear**

Figure 50: Purchase occasion for childrenswear, by gender, generation and income, January 2020

- **Less likely to read the details on product labels**

Figure 51: Shopping behaviour for childrenswear, January 2020

- **Young mums and high earners still seek help from salespeople**

Figure 52: Shopping behaviour of childrenswear, consulted a shopping guide, by gender, generation and income, January 2020

- **Cheap substitutes are more acceptable for childrenswear**

Figure 53: Ways to save money of childrenswear, January 2020

- **Notify mums and low-income parents about upcoming sales events**

Figure 54: Ways to save money of childrenswear, by gender, January 2020

Figure 55: Ways to save money of childrenswear, by income, January 2020

ATTITUDES TOWARD CHILDREN'S FASHION

- **Shop with kids to strengthen the bond**

Figure 56: Attitudes toward children's fashion and shopping with children, January 2020

- **Sell childrenswear and adult clothing together**

Figure 57: Attitudes toward childrenswear retailing, January 2020

- **Sell children products alongside childrenswear**

Figure 58: Attitudes toward introducing a new product category, January 2020

- **Acceptance of rental and subscription models is on the rise**

Figure 59: Attitudes toward second-hand childrenswear, January 2020

Figure 60: Willingness to try rental/subscription services for childrenswear, by selected demographics, January 2020

- **Growing fast won't stop parents from buying premium childrenswear**

Figure 61: Attitudes towards the size of childrenswear, by demographics, January 2020

MEET THE MINTROPOLITANS

- **MinTs want easy shopping experience from brand stores**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 62: Purchase channel of childrenswear, by consumer classification, January 2020

- **Childrenswear brands have to be more active online**

Figure 63: Source of inspiration of childrenswear, by consumer classification, January 2020

- **MinTs know exactly what they want**

Figure 64: Ways to save money of childrenswear, by consumer classification, January 2020

- **Looking stylish is important for MinT parents and children**

Figure 65: Attitudes toward children's fashion, by consumer classification, January 2020

APPENDIX – MARKET SIZE AND FORECAST

Figure 66: Forecast of children's fashion retailing market value, China, 2014–24

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Forecast methodology**
- **Abbreviations**

What's included

Executive Summary

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