

# Childrenswear in Asia Pacific

May 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific: biggest and most dynamic childrenswear market

Swift recovery expected from 2020's one-off COVID-19-related decline

Baby- and toddlerwear most dynamic over 2015-2020

Japan loses the most sales in 2015-2020

All three main channels add similar levels of new sales in 2015-2020

Childrenswear less impacted by COVID-19 than some categories

Pandemic helps e-commerce take over as the leading channel...

...from former leader apparel and footwear specialist retailers

## LEADING COMPANIES AND BRANDS

Top three players all gain share in Japan during 2020

Semir Group continues to cement its leadership in 2020

China and Japan the main markets for all the top 10 players

All quiet on the childrenswear brand front in 2020

## FORECAST PROJECTIONS

Childrenswear to see a swift recovery in 2021

E-commerce will remain an important channel for childrenswear

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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