



China Leather Shoes Industry Report - Global Industry Analysis, Size, Share, Growth, Trends And Forecast, 2013 - 2015

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Along with the ceaseless improvement and development of e-commerce, China online shopping industry has long been maintaining booming development. In 2013, the market size of China online shopping industry soared by 40% year-on-year to roughly RMB1.82424 trillion. Many leading leather shoes enterprises including Belle, Aokang, Red Dragonfly, Yearcon and Mulinsen have jumped on e-commerce business by opening up flagship stores or franchised stores through the platform of Tmall, JD and other well-known B2C websites.

Export

Anti-dumping investigations launched by many countries on made-in-China leather shoes are very frequent for a long time, which forces Chinese industrial players to bear higher import tariff and anti-dumping duty. In Nov.2012, Zhejiang Aokang Shoes won a lawsuit in an anti-dumping case, which cheered up Chinese leather shoes makers' export confidence to some extent. According to the estimate, the export volume of made-in-China leather shoes will realize slight growth in upcoming two years.

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Industrial Cluster

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