Apparel

Industry Buyer Behavior Analysis Report

2013.11
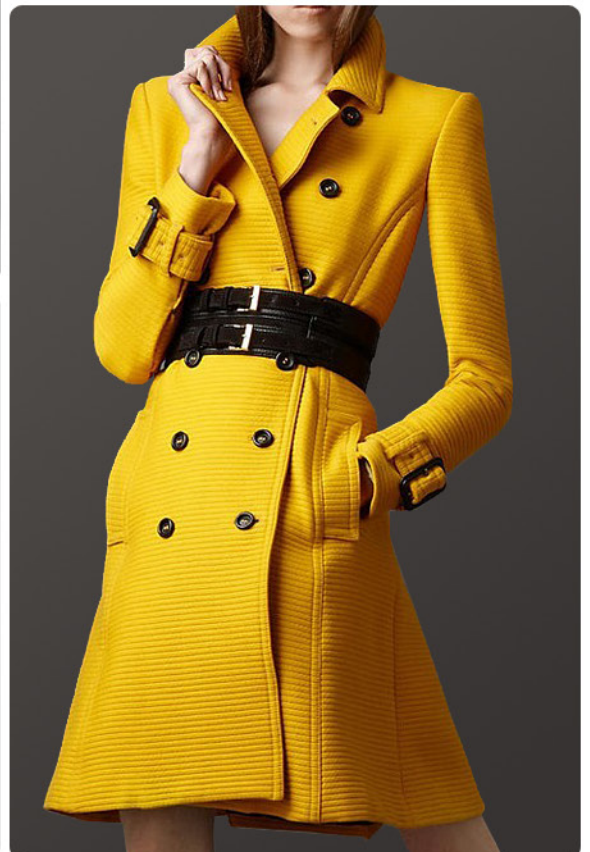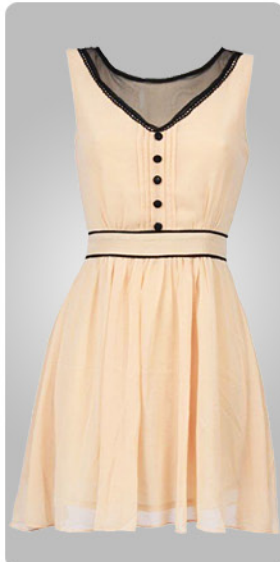
Made-in-China.com | **IAR**

Produced by IAR Team
Focus Technology Co., Ltd.

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Main points:

(1) In apparel industry, the search volume of shoes held the top spot in the rankings, and women clothes ranked the second, which is worth suppliers' attention.

(2) Data of Made-in-China.com showed that apparel industry the highest inquiry conversion rate countries/regions was Nigeria, followed by South Africa, Hong Kong, Spain, and Australia and so on from Jan. to Sep. in 2013.

(3) The United States is the largest apparel demanding market, among the top ten markets, the United States accounted for 16.43%, followed by the United Kingdom, India and Nigeria.

(4) Women's shoes are most favored by buyers, followed by boots, athletic & sports shoes, sandals, leisure & comfort shoes and men's shoes.

Among underwear of different features, sexy underwear is the most popular with buyers.

Sports caps are most favored by buyers, followed by Leisure Caps and Warm Caps.

Children's apparel made of 100% cotton is most favored by buyers, which gains 77.77% buyers' attention.

1. Apparel Industry Buyers Distribution

1.1. Apparel Industry Buyers Distribution (By Continent)

Apparel & Accessories Buyers Distribution from Jan. to Sep. 2013 (By Continent)

Middle East, 6.94%
Southeast Asia, 4.92%
East Asia, 2.28%
Europe, 24.27%
South America, 7.22%
Oceania, 7.53%
South Asia, 9.67%
Africa, 14.07%
North America, 23.11%

Statistical time up to September 30, 2013
Source: Made-in-China.com
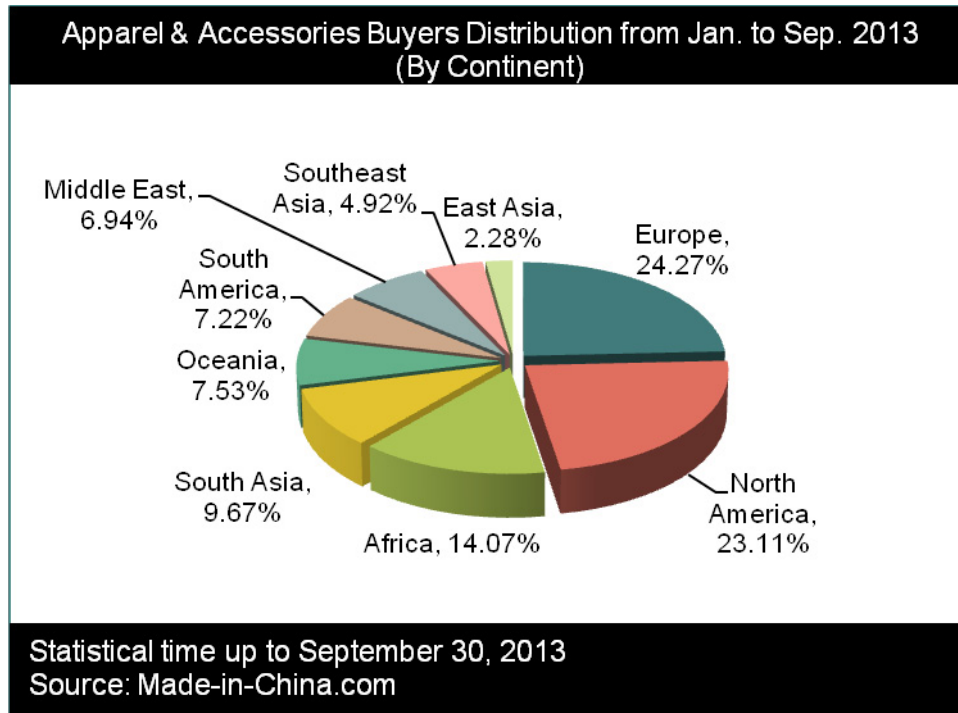
Data of Made-in-China.com showed that inquiries in apparel industry were mainly distributed in Europe, North America and Africa from Jan. to Sep. in 2013.

1.2. Apparel Industry Buyers Distribution (By Country)
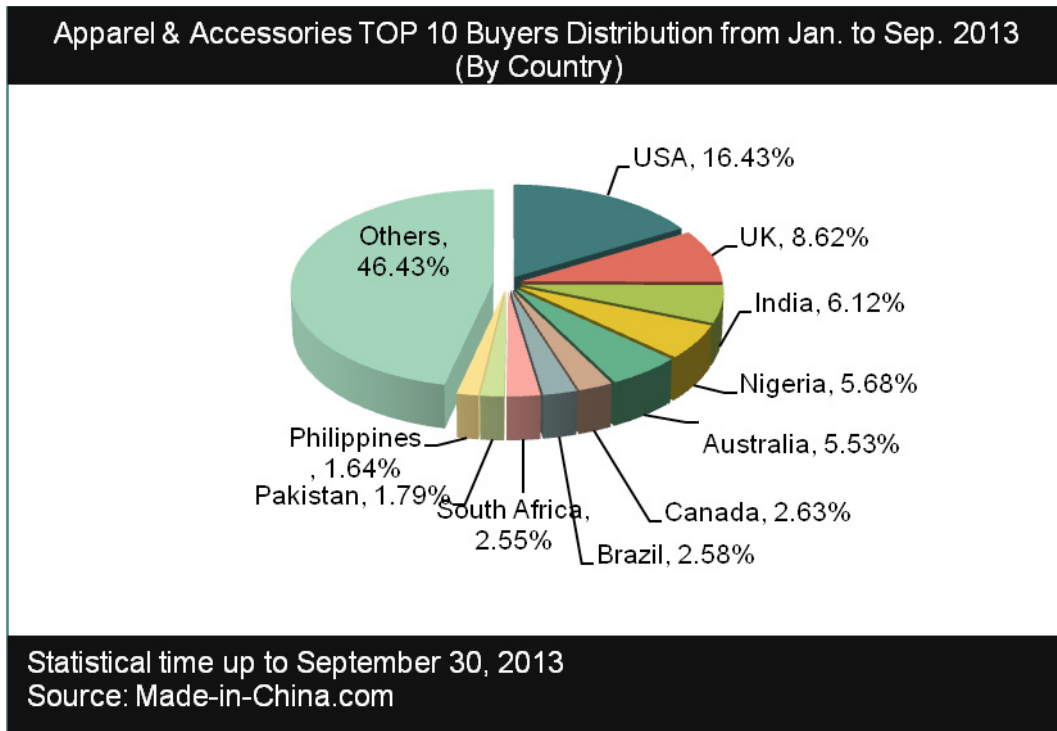
Apparel & Accessories TOP 10 Buyers Distribution from Jan. to Sep. 2013 (By Country)

- USA, 16.43%
- UK, 8.62%
- India, 6.12%
- Nigeria, 5.68%
- Australia, 5.53%
- Canada, 2.63%
- Brazil, 2.58%
- South Africa, 2.55%
- Pakistan, 1.79%
- Philippines, 1.64%
- Others, 46.43%

Statistical time up to September 30, 2013
Source: Made-in-China.com

The United States is the largest apparel demanding market, among the top ten markets, the United States accounted for 16.43%, followed by the United Kingdom, India and Nigeria, accounting for 8.62%, 6.12% and 5.68% respectively.

2. Apparel Industry Inquiry Conversion Rate

2.1. Apparel Industry Inquiry Conversion Rate Ranking (By Continent)
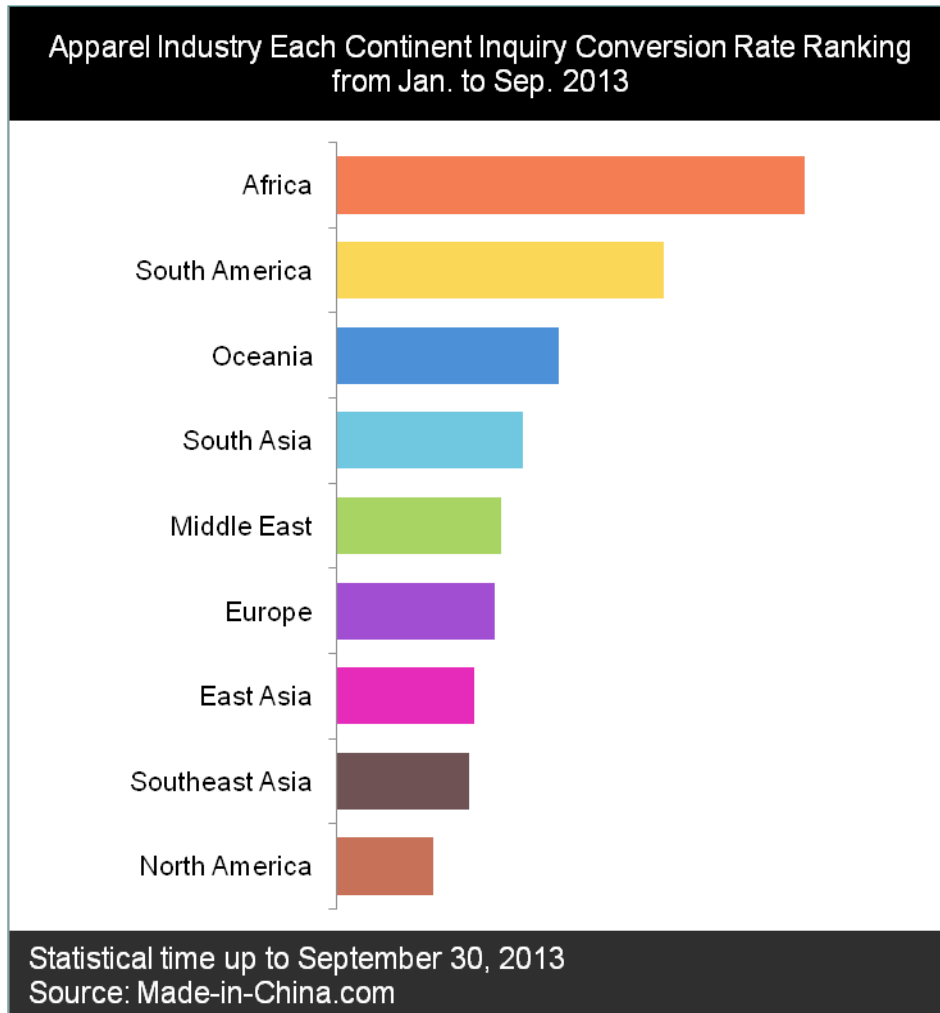
Apparel Industry Each Continent Inquiry Conversion Rate Ranking from Jan. to Sep. 2013

Statistical time up to September 30, 2013
Source: Made-in-China.com

Data of Made-in-China.com showed that apparel industry the highest inquiry conversion rate was India, followed by South America and Oceania from Jan. to Sep. in 2013.

2.2. Apparel Industry Inquiry Conversion Rate Ranking (By Country)
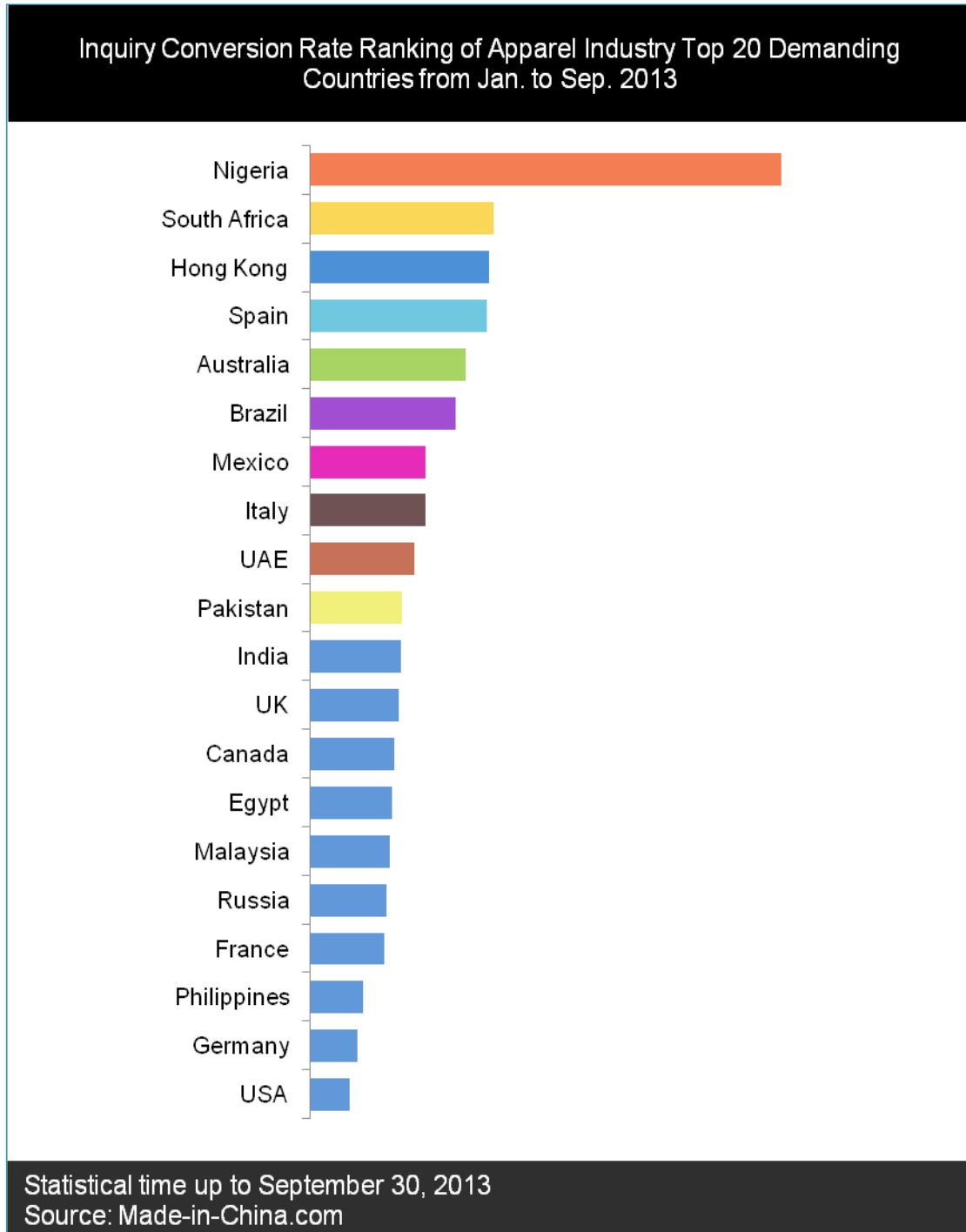
Inquiry Conversion Rate Ranking of Apparel Industry Top 20 Demanding Countries from Jan. to Sep. 2013

Nigeria
South Africa
Hong Kong
Spain
Australia
Brazil
Mexico
Italy
UAE
Pakistan
India
UK
Canada
Egypt
Malaysia
Russia
France
Philippines
Germany
USA

Statistical time up to September 30, 2013
Source: Made-in-China.com

Data of Made-in-China.com showed that apparel industry the highest inquiry conversion rate countries/regions was Nigeria, followed by South Africa, Hong Kong, Spain, and Australia and so on from Jan. to Sep. in 2013.

3. Apparel Industry Buyers' Hot Search Keywords

3.1. Apparel Industry Buyers' Hot Search Keywords (Global TOP 15)
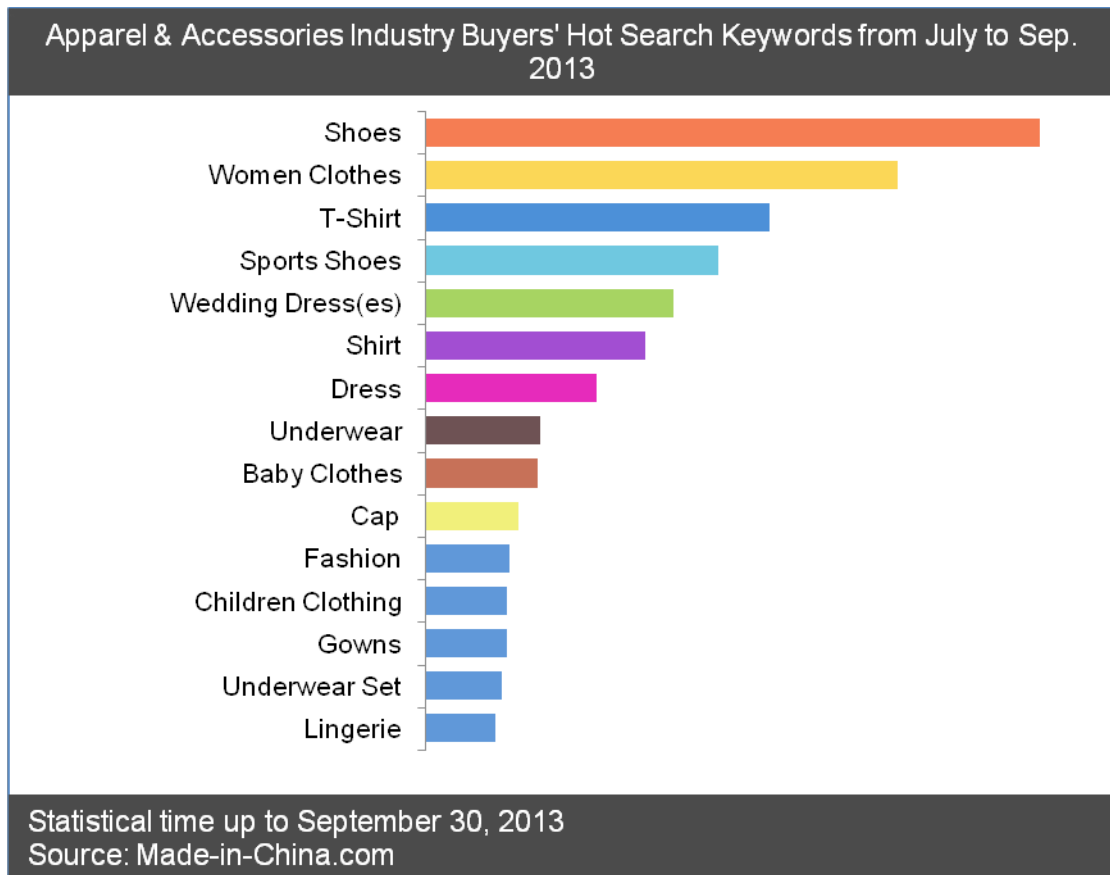
As seen from the top ten hot search keywords of apparel industry, from Jan. to Sep. in 2013, the search volume of shoes held the top spot in the rankings, and women clothes ranked the second.

3.2. The United States Apparel Industry Buyers' Hot Search Keywords (TOP 15)

The United States Apparel & Accessories Industry Buyers' Hot Search Keywords from July to Sep. 2013

Statistical time up to September 30, 2013
Source: Made-in-China.com

Data of Made-in-China.com showed that the United States Apparel Industry Hot Search Keywords of July-September were Shoes, Women Clothes, Sports Shoes, Baby Clothes, T-Shirt, Wedding Dress (es), Dress, and Underwear and so on.

3.3. The United Kingdom Apparel Industry Buyers' Hot Search Keywords (TOP 15)

Data of Made-in-China.com showed that the United Kingdom Apparel Industry Hot Search Keywords of July-September were Women Clothes, Sports Shoes, Shoes, T-Shirt, Wedding Dress (es) and so on.

4. Apparel Hot Segmentation Industries Analysis

4.1. Apparel Industry Attention Ranking from Jan. to Sep. 2013

Apparel & Accessories Industry Attention Ranking TOP20 from Jan. to Sep. 2013 (By Click)

Statistical time up to September 30, 2013
Source: Made-in-China.com
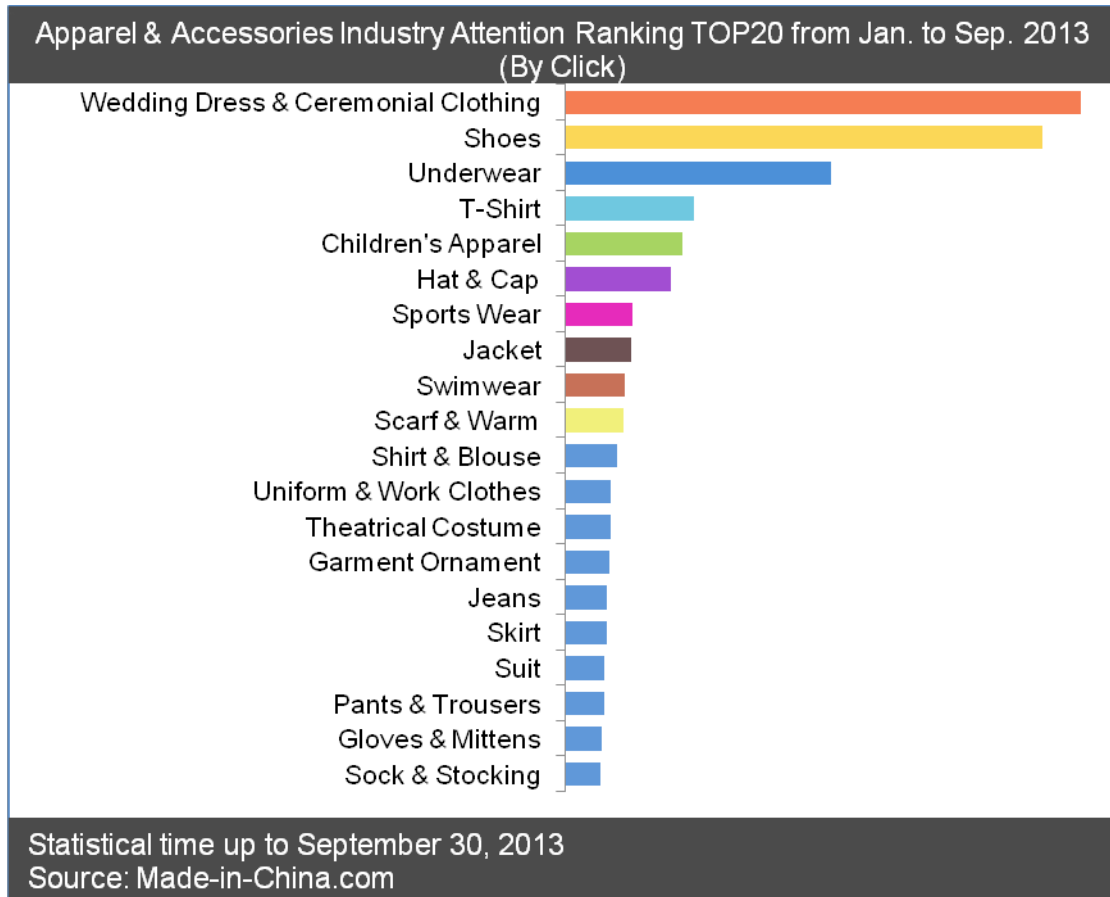
Data of Made-in-China.com showed that in apparel industry buyers hot concern industries from Jan. to Sep. 2013 were Wedding Dress & Ceremonial Clothing, Shoes, Underwear, T-Shirt, Children's Apparel and Hat & Cap and so on.

4.2. Apparel Hot Segmentation Industries Inquiry Conversion Rate Ranking

Apparel & Accessories Industry Hot Segmentation Industries Inquiry Conversion Rate TOP20 Ranking from Jan. to Sep. 2013

Statistical time up to September 30, 2013
Source: Made-in-China.com
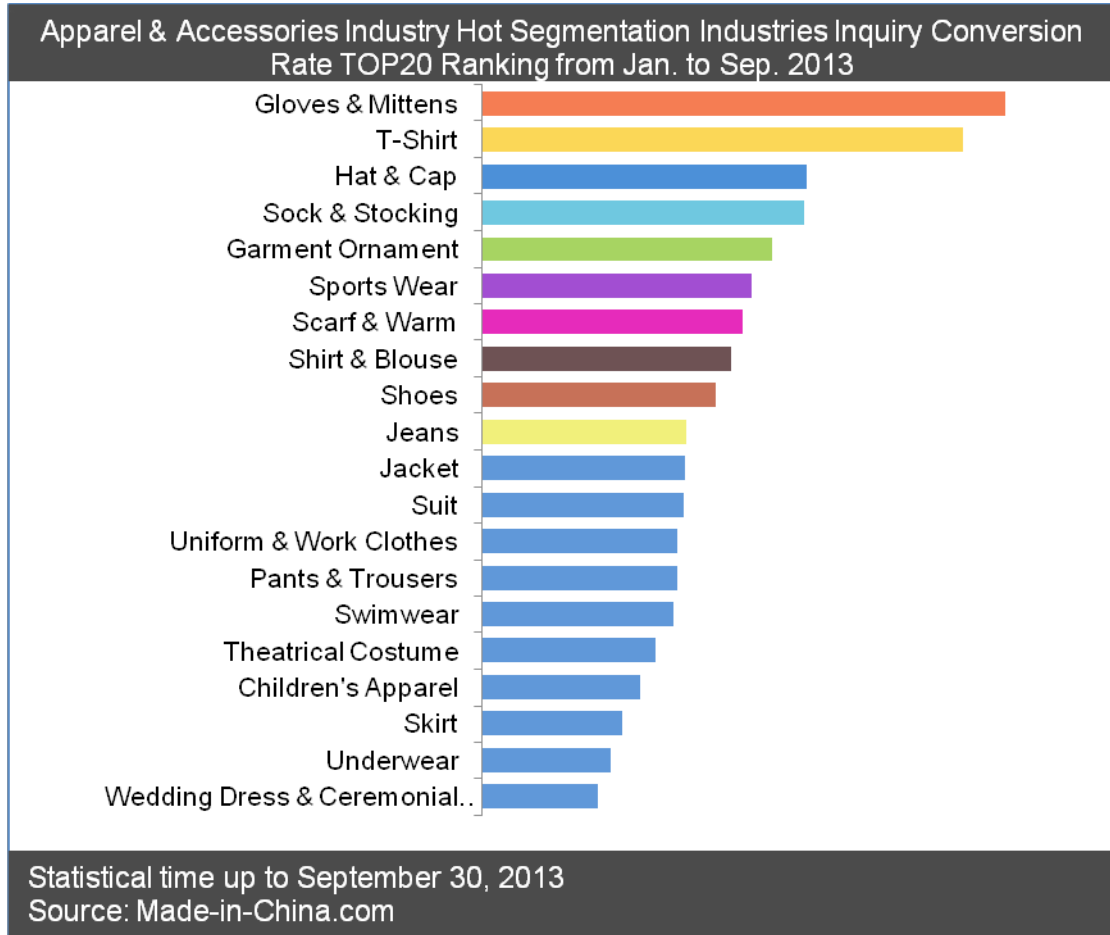
Data of Made-in-China.com showed that apparel hot segmentation industries which have higher inquiry conversion rate are Gloves & Mittens, T-Shirt, Hat & Cap, Sock & Stocking and Garment Ornament.

5. Apparel Hot Segmentation Industries Buyer Behavior Analysis

5.1. Shoes Buyer Behavior Analysis

5.1.1. Shoes Buyer Attention to Hot Point Analysis

Shoes Attention Ranking from Jan. to Sep. 2013

Statistical time up to September 30, 2013
Source: Made-in-China.com

Data of Made-in-China.com showed that women's shoes are most favored by buyers, followed by boots, athletic & sports shoes, sandals, leisure & comfort shoes and men's shoes.

5.1.2. Attribute Attention Ranking

Shoes Attribute Attention Ranking from Jan. to Sep. 2013

Gender

Waterproof

Outsole Material

Type

Handmade Shoes

Insole Material

Material

Season

Upper Material

Lining Material

Statistical time up to September 30, 2013
Source: Made-in-China.com
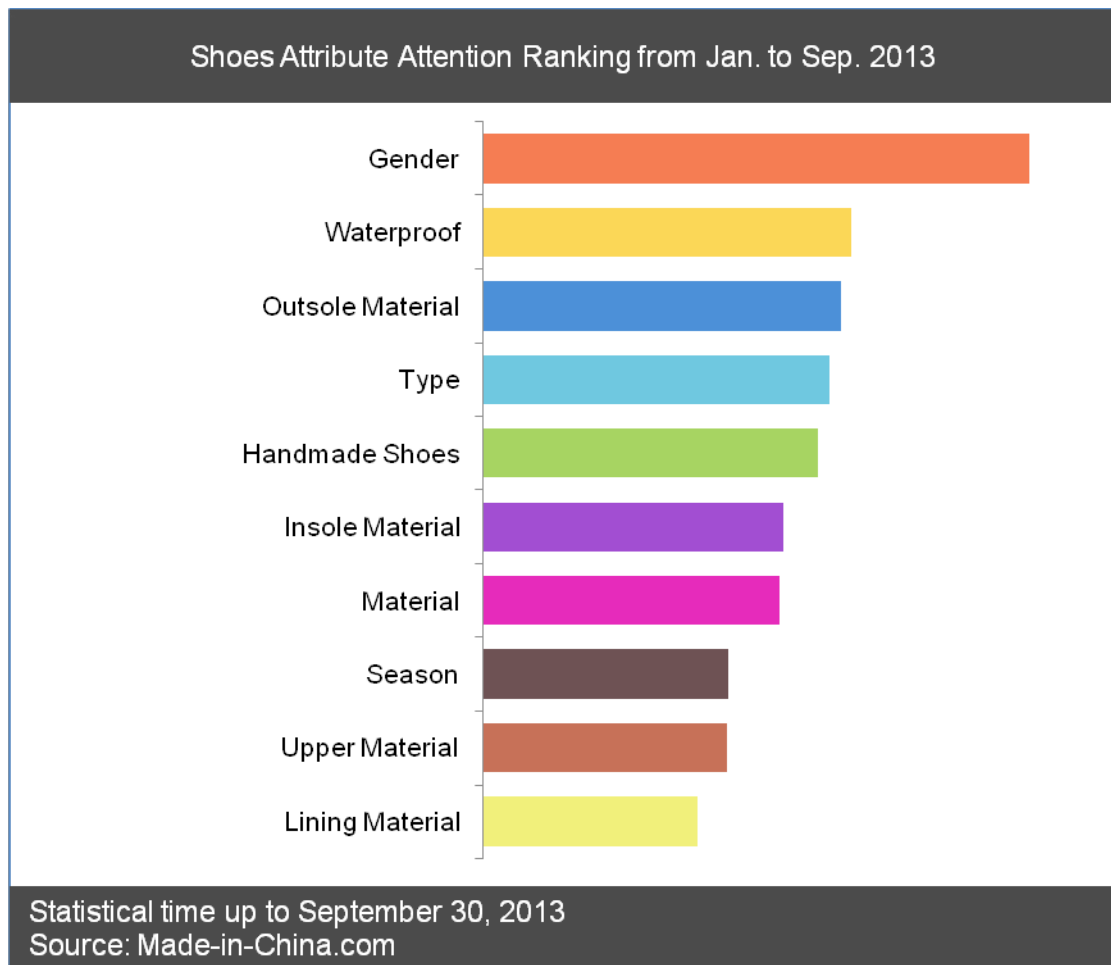
Gender, Waterproof, Outsole Material, Type and Handmade Shoes are the five attributes that buyers pay more attention to. Among them, Gender, Waterproof and Outsole Material attract much more attention. It would be better for suppliers to enrich each attribute when uploading product information.

5.1.3. Different Outsole Material Attention Comparative Analysis
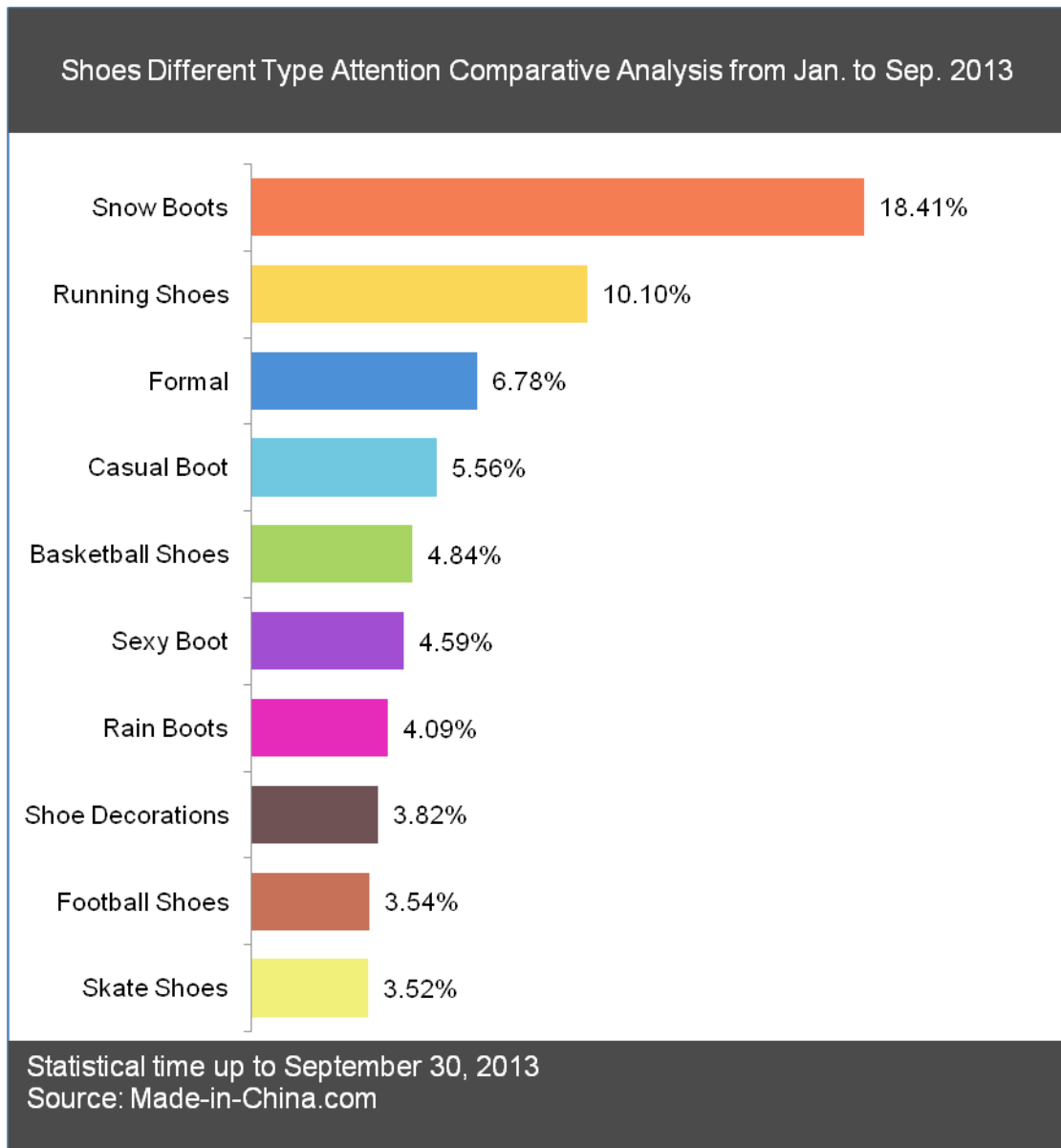
Shoes Different Outsole Material Attention Comparative Analysis from Jan. to Sep. 2013

Material	Percentage
Rubber	52.26%
TPR	13.67%
Leather	10.93%
PU	9.52%
PVC	7.69%
EVA	3.65%
GUM	1.04%
Plastic	.67%
Polyurethane	.31%
Assorted	.21%

Statistical time up to September 30, 2013
Source: Made-in-China.com
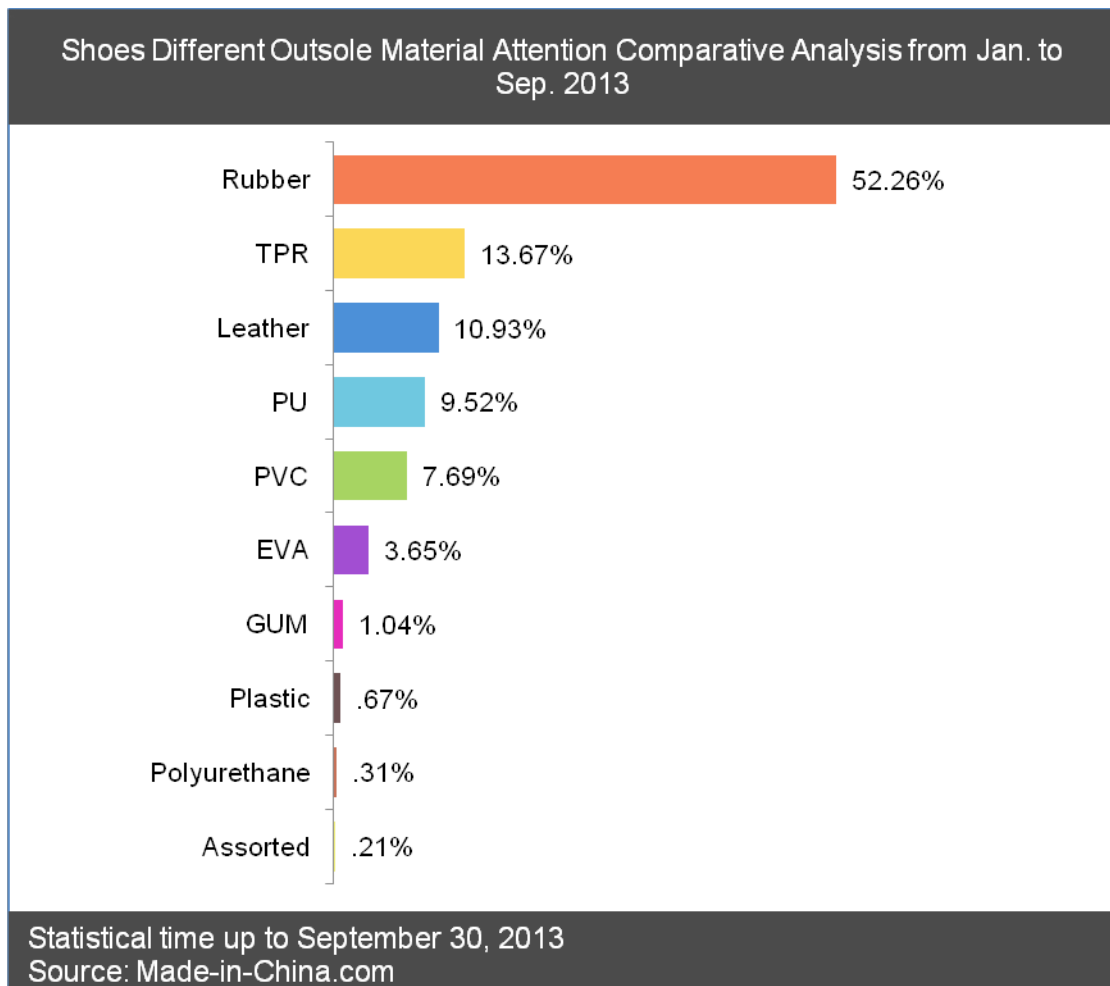
Among shoes of different outsole materials, shoes which made of rubber are the most popular with buyers.

## 5.1.4. Different Type Attention Comparative Analysis

Shoes Different Type Attention Comparative Analysis from Jan. to Sep. 2013

Type	Percent
Snow Boots	18.41%
Running Shoes	10.10%
Formal	6.78%
Casual Boot	5.56%
Basketball Shoes	4.84%
Sexy Boot	4.59%
Rain Boots	4.09%
Shoe Decorations	3.82%
Football Shoes	3.54%
Skate Shoes	3.52%

Statistical time up to September 30, 2013
Source: Made-in-China.com

Among shoes of different type, Snow Boots and Running Shoes are the most popular with buyers.
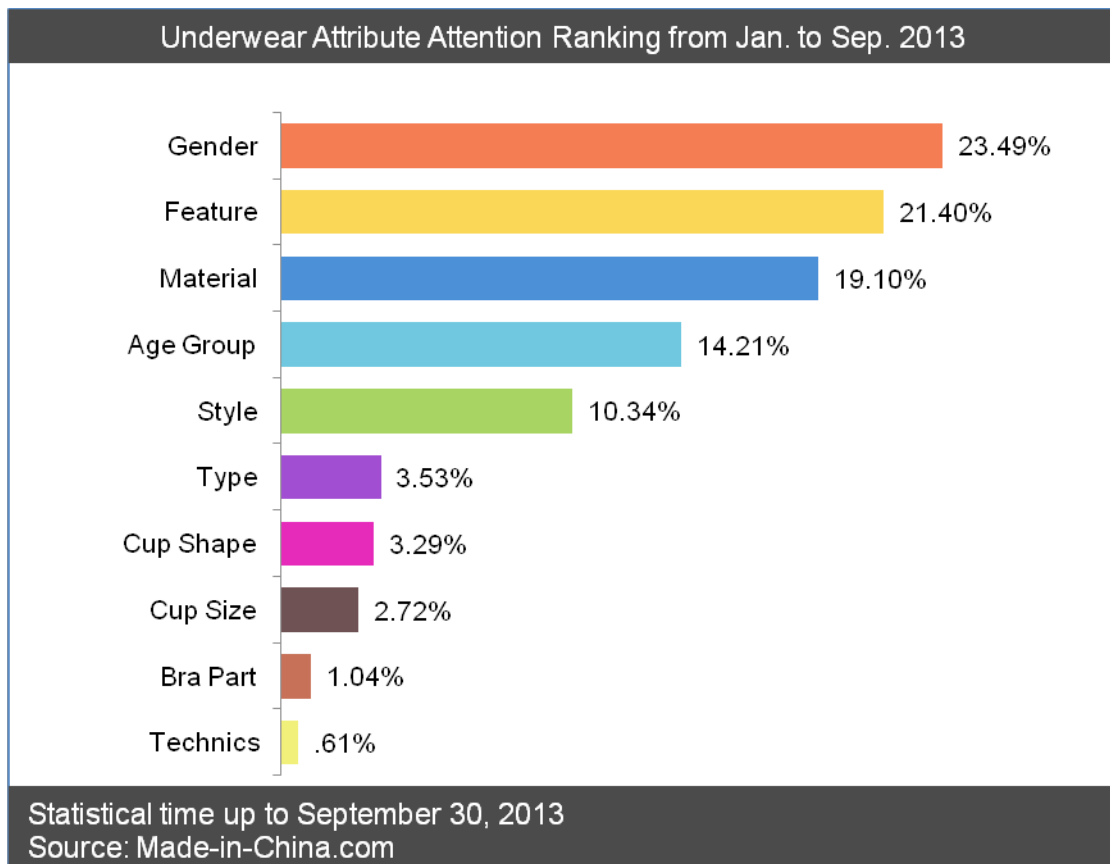
5.2. Underwear Buyer Behavior Analysis

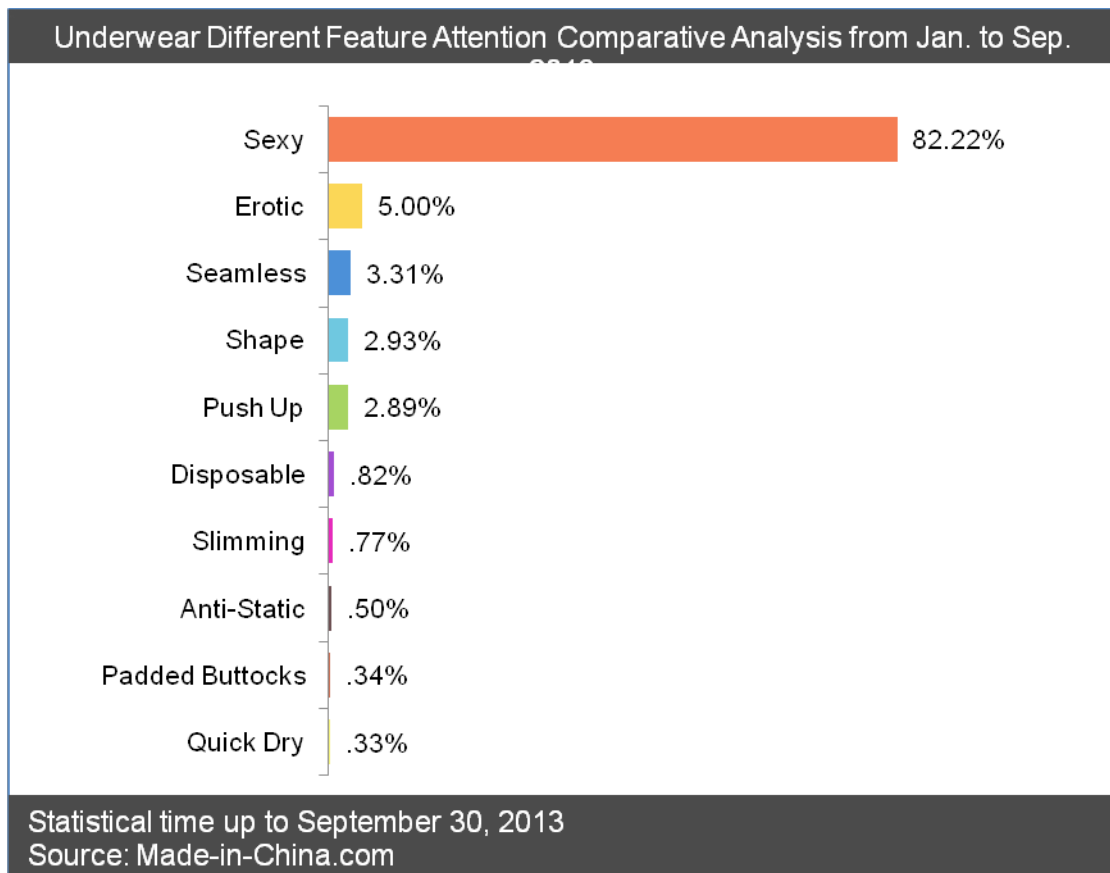### 5.2.1. Underwear Buyer Attention to Hot Point Analysis
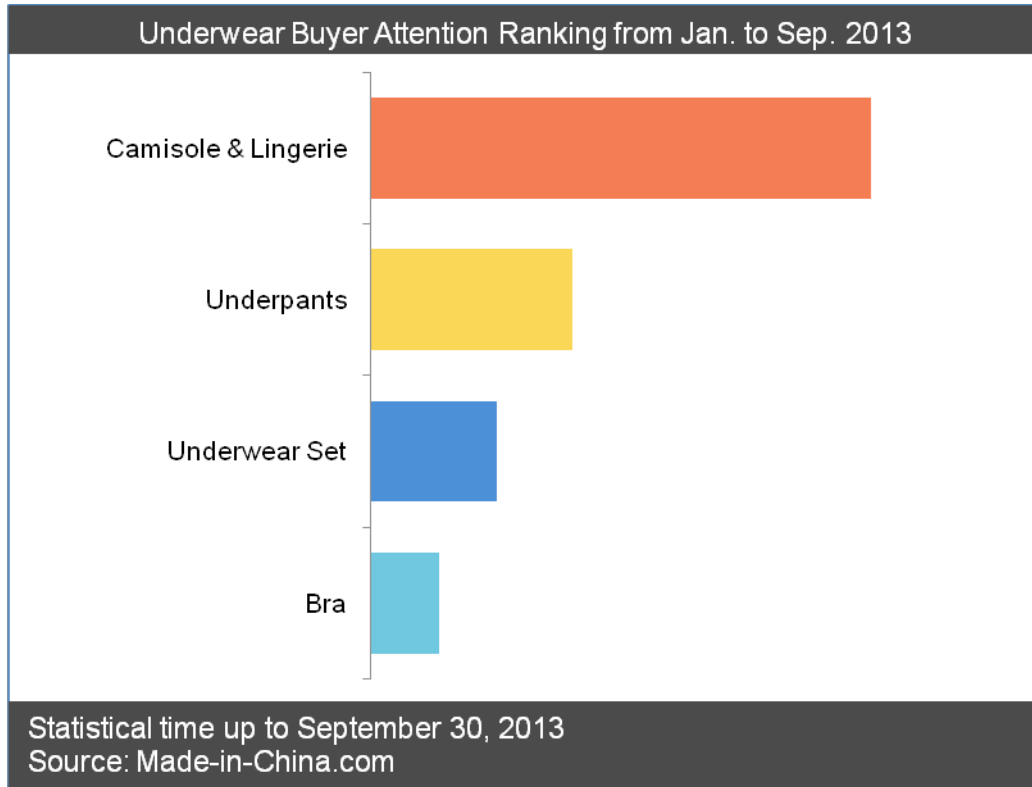
Data of Made-in-China.com showed that camisole & lingerie are most favored by buyers, followed by underpants, underwear set and bra.

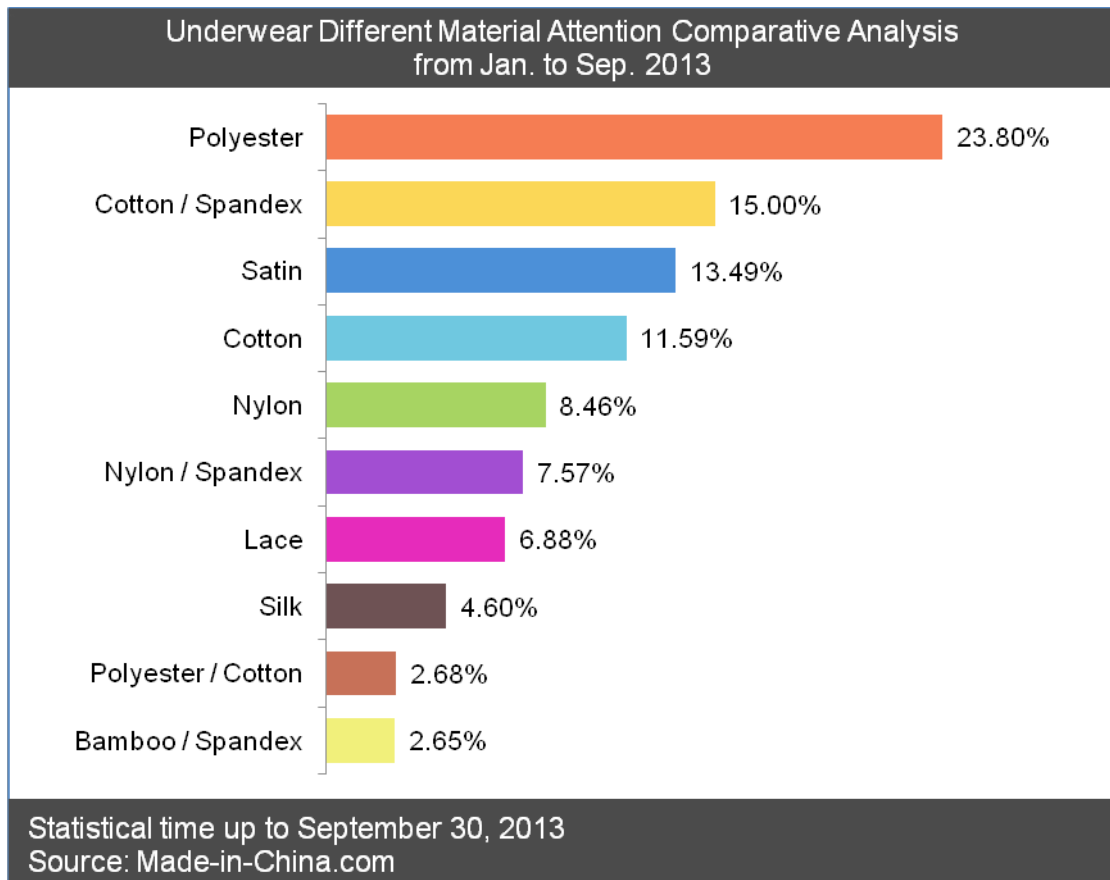## 5.2.2. Attribute Attention Ranking

Gender, Feature, Material, Age Group and Style are the five attributes that buyers pay more attention to. Among them, Gender, Feature and Material attract much more attention. It would be better for suppliers to enrich each attribute when uploading product information.

5.2.3. Different Feature Attention Comparative Analysis

Underwear Different Feature Attention Comparative Analysis from Jan. to Sep.

Sexy	82.22%
Erotic	5.00%
Seamless	3.31%
Shape	2.93%
Push Up	2.89%
Disposable	.82%
Slimming	.77%
Anti-Static	.50%
Padded Buttocks	.34%
Quick Dry	.33%

Statistical time up to September 30, 2013
Source: Made-in-China.com

Among underwear of different features, sexy underwear is the most popular with buyers, which gains 82.22% buyers' attention.

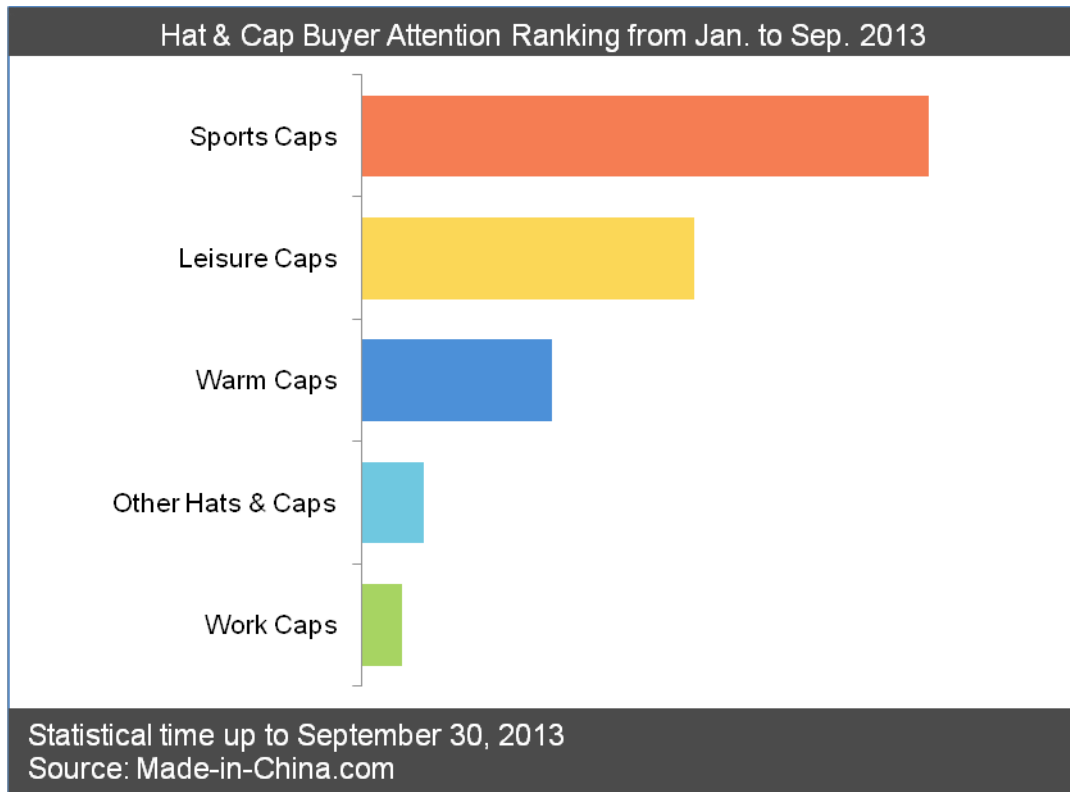## 5.2.4. Different Material Attention Comparative Analysis

Underwear Different Material Attention Comparative Analysis from Jan. to Sep. 2013

Material	Percentage
Polyester	23.80%
Cotton / Spandex	15.00%
Satin	13.49%
Cotton	11.59%
Nylon	8.46%
Nylon / Spandex	7.57%
Lace	6.88%
Silk	4.60%
Polyester / Cotton	2.68%
Bamboo / Spandex	2.65%

Statistical time up to September 30, 2013
Source: Made-in-China.com

Among underwear of different materials, underwear made of polyester is the most popular with buyers, which gains 23.8% buyers' attention, followed by underwear made of cotton / spandex.
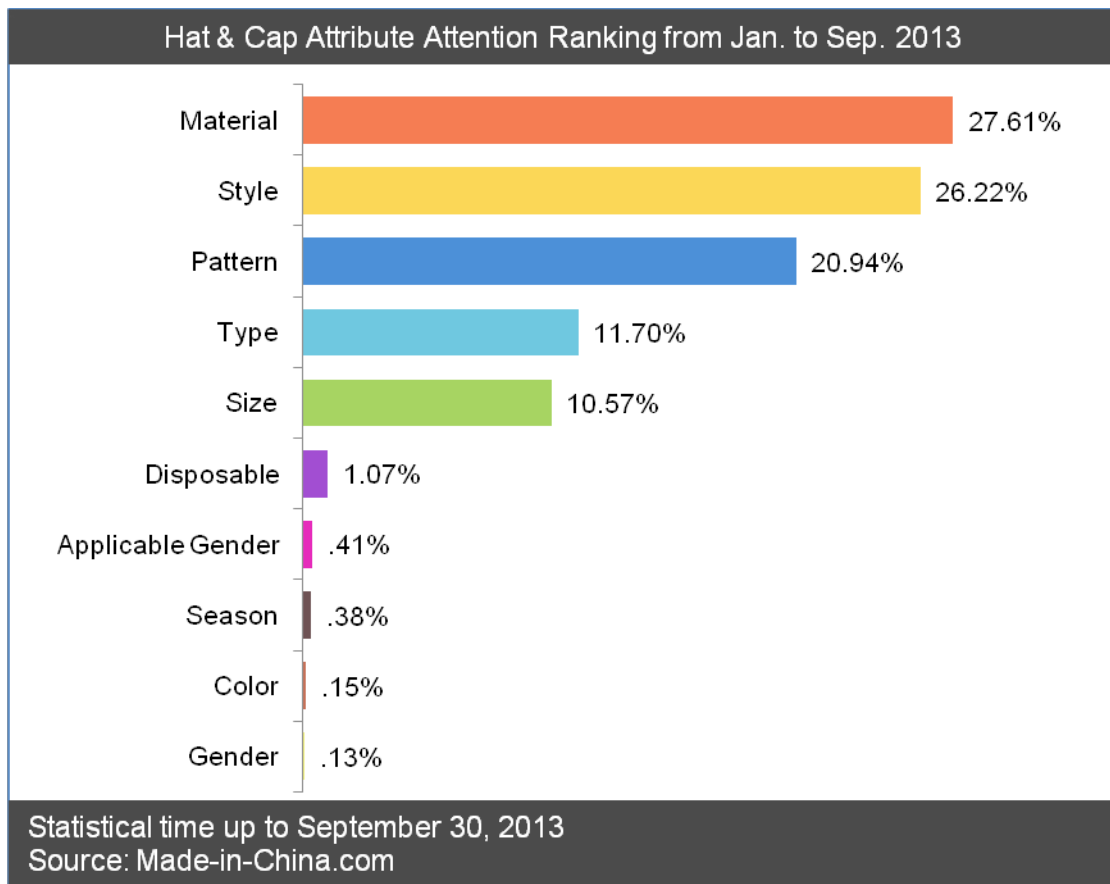
5.3. Hat & Cap Buyer Behavior Analysis

5.3.1. Hat & Cap Buyer Attention to Hot Point Analysis

Hat & Cap Buyer Attention Ranking from Jan. to Sep. 2013

Statistical time up to September 30, 2013
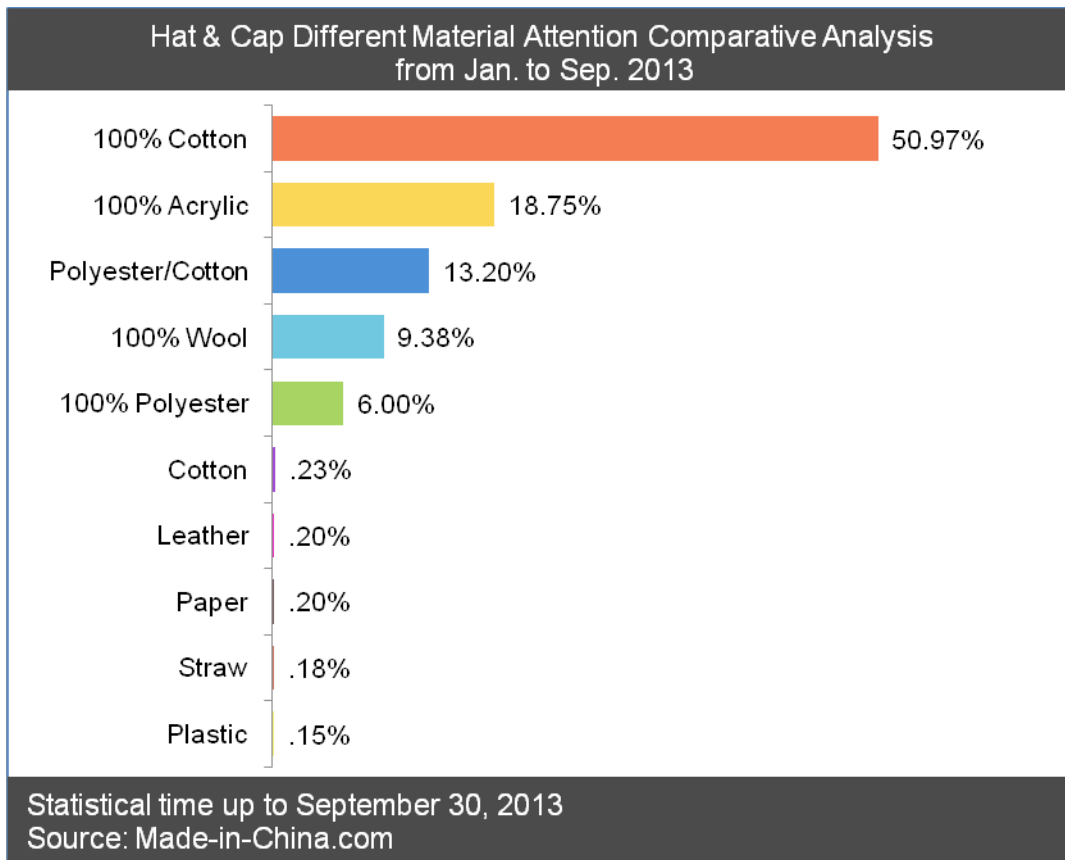Source: Made-in-China.com

Sports caps are most favored by buyers, followed by Leisure Caps and Warm Caps.

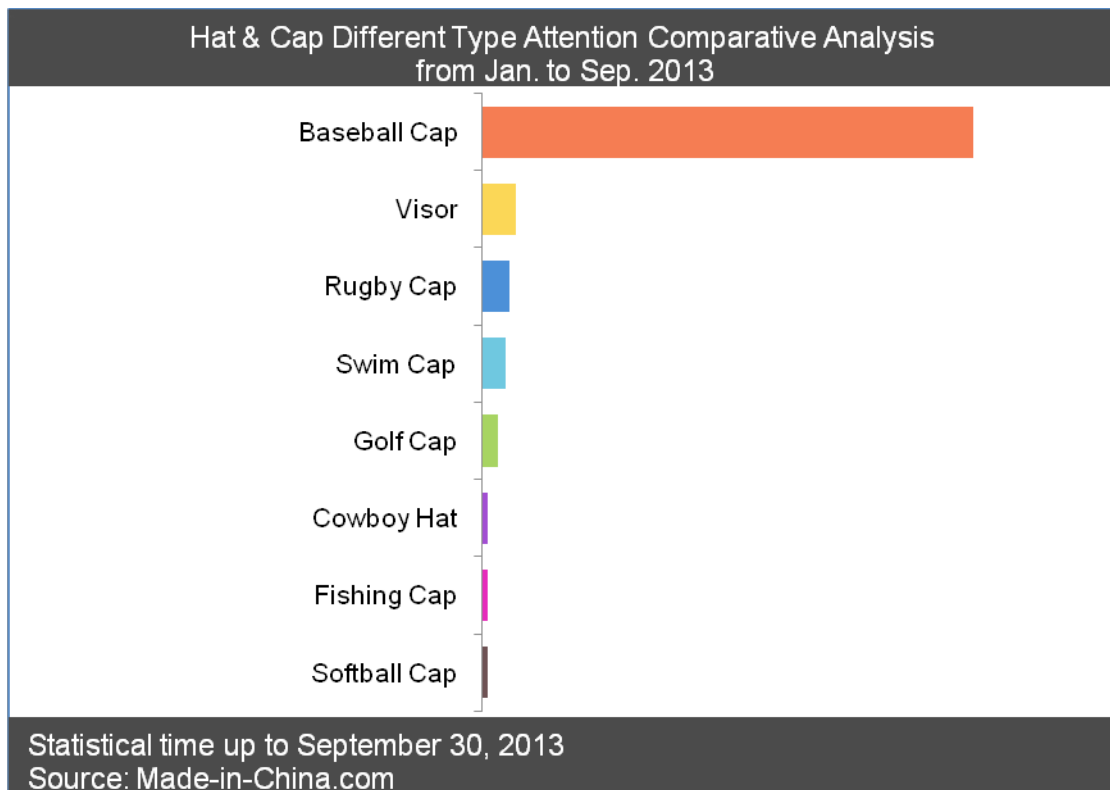## 5.3.2. Attribute Attention Ranking

Material, Style, Pattern, Type and Size are the five attributes that buyers pay more attention to. Among them, Material, Style and Pattern attract much more attention. It would be better for suppliers to enrich each attribute when uploading product information.

5.3.3. Different Material Attention Comparative Analysis

Hat & Cap Different Material Attention Comparative Analysis from Jan. to Sep. 2013

Material	Percentage
100% Cotton	50.97%
100% Acrylic	18.75%
Polyester/Cotton	13.20%
100% Wool	9.38%
100% Polyester	6.00%
Cotton	.23%
Leather	.20%
Paper	.20%
Straw	.18%
Plastic	.15%

Statistical time up to September 30, 2013
Source: Made-in-China.com

Among hats & caps of different materials, hats which made of 100% cotton are the most popular with buyers, followed by that of 100% Acrylic.
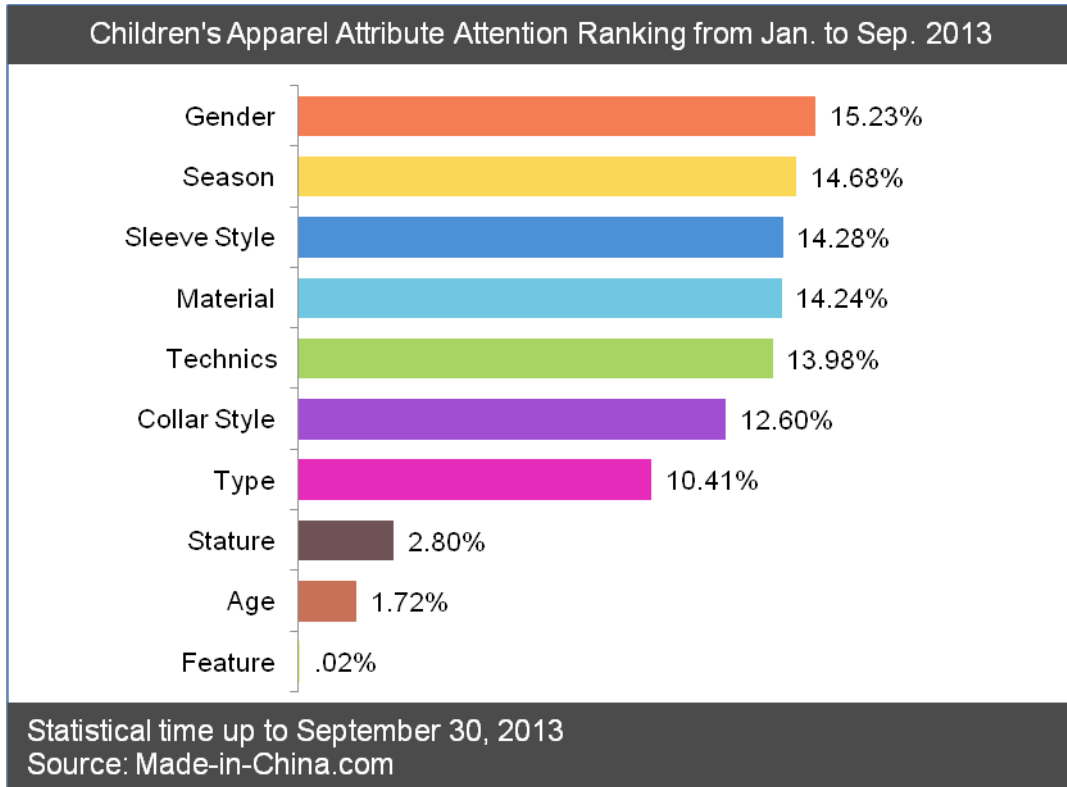
5.3.4. Different Type Attention Comparative Analysis

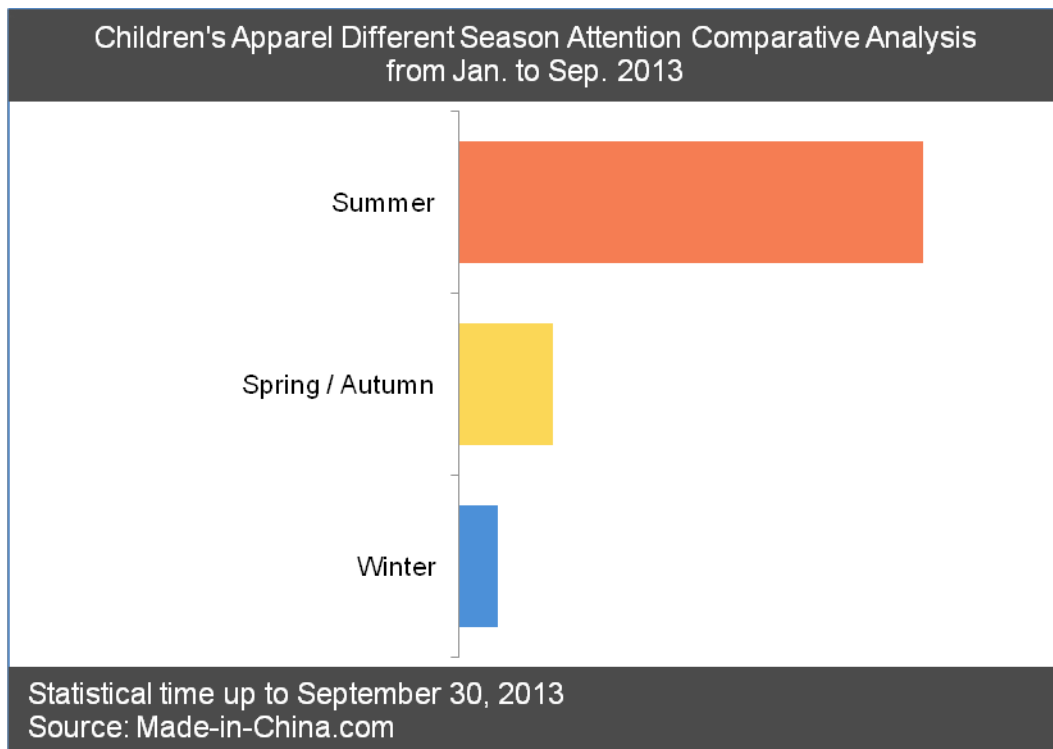Baseball Cap is most favored by buyers, which gains 78.06% buyers' attention.

5.4. Children's Apparel Buyer Behavior Analysis

5.4.1. Attribute Attention Ranking

Children's Apparel Attribute Attention Ranking from Jan. to Sep. 2013

Attribute	Percentage
Gender	15.23%
Season	14.68%
Sleeve Style	14.28%
Material	14.24%
Technics	13.98%
Collar Style	12.60%
Type	10.41%
Stature	2.80%
Age	1.72%
Feature	.02%

Statistical time up to September 30, 2013
Source: Made-in-China.com

Buyers pay more attention to gender, season, sleeve style, material and technics. It would be better for suppliers to enrich each attribute when uploading product information.

5.4.2. Different Season Attention Comparative Analysis

Children's Apparel Different Season Attention Comparative Analysis
from Jan. to Sep. 2013

Statistical time up to September 30, 2013
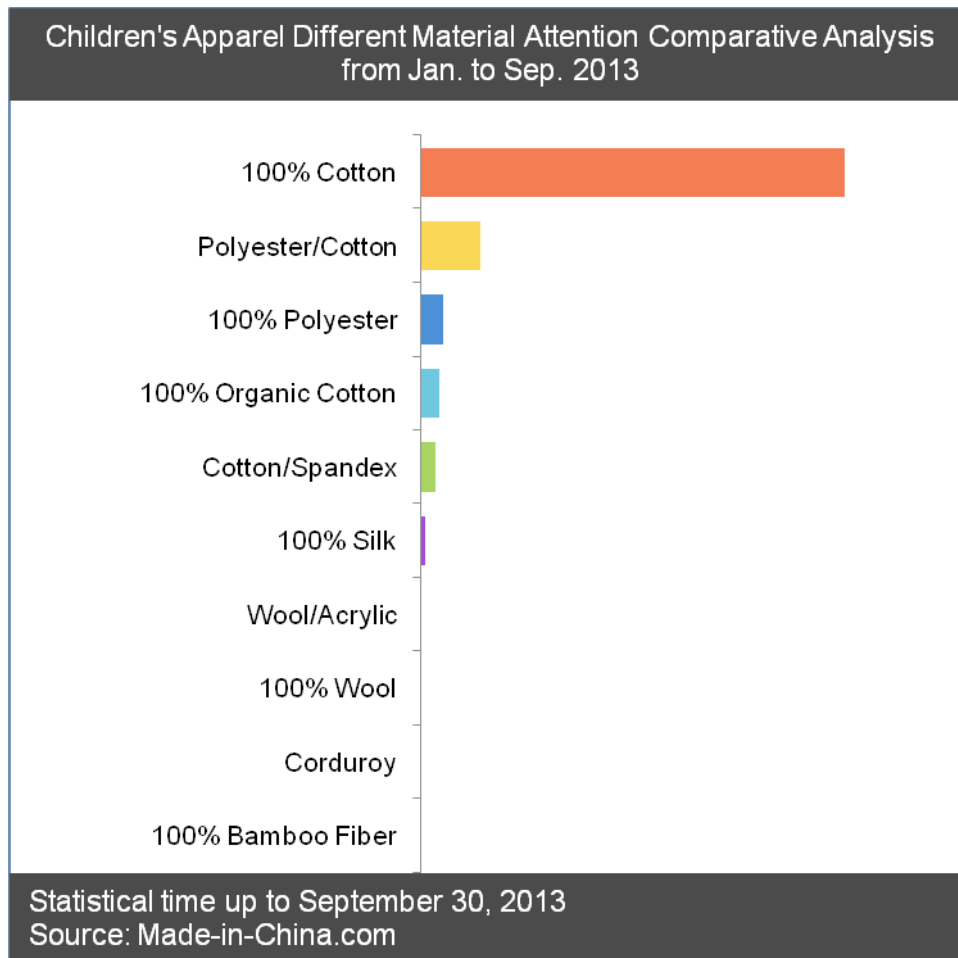Source: Made-in-China.com

Children's summer apparel is most favored by buyers, which gains 77.7% buyers' attention.

5.4.3. Different Sleeve Style Attention Comparative Analysis
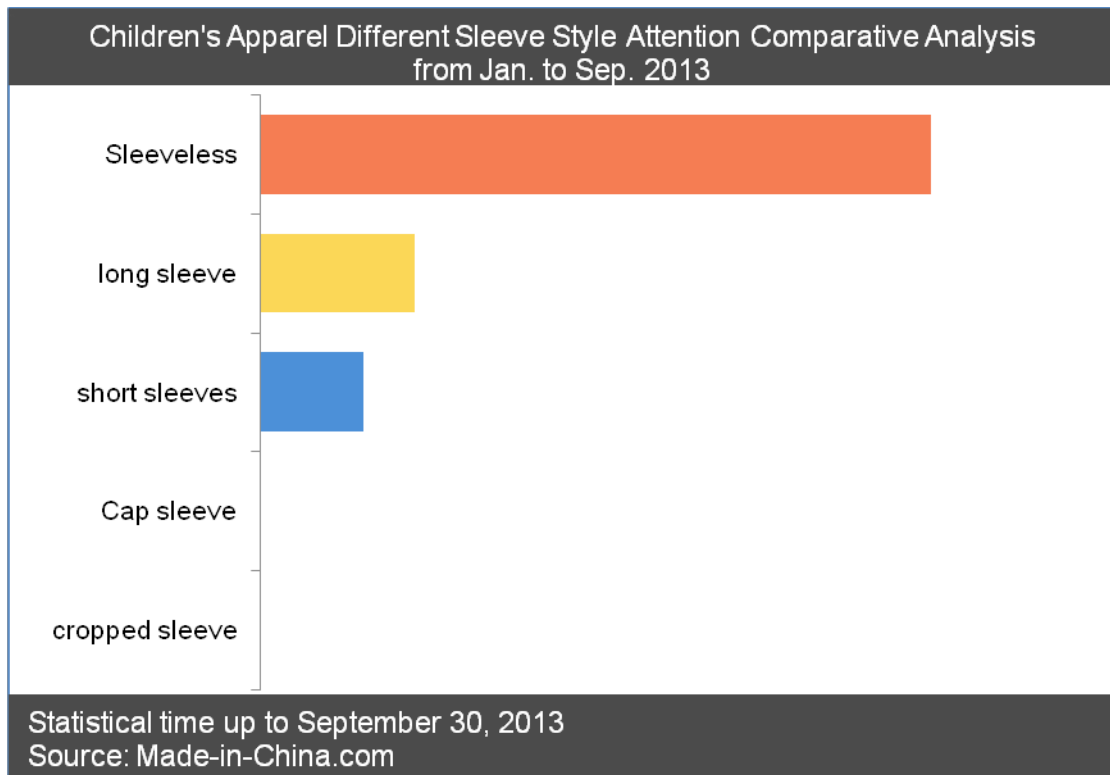
Among children's apparel of different sleeve type, sleeveless children's apparel is the most popular with buyers, followed by long sleeve and short sleeves.

5.4.4. Different Material Attention Comparative Analysis

Children's Apparel Different Material Attention Comparative Analysis from Jan. to Sep. 2013

Statistical time up to September 30, 2013
Source: Made-in-China.com

Children's apparel made of 100% cotton is most favored by buyers, which gains 77.77% buyers' attention.

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

Name: Ms. Zhang Li   *E-mail:* iar@made-in-china.com

Web: http://www.made-in-china.com/communication/market-analysis.html