Research on the Current Situation and Countermeasures of China's Clothing Export

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Abstract: In the context of a complex and ever-changing global economic landscape and the increasingly fierce international trade competition, the clothing export industry, as a traditional advantageous industry in China, holds crucial significance for driving economic growth and stabilizing employment. This thesis focuses on the clothing industry. Analyzing its export situation can not only mirror the competitiveness of China's clothing industry in the international market but also offer valuable insights for the industry's transformation and upgrading. During the research process, by integrating industry data and relevant literature, an in - depth analysis is conducted on the scale and trends of China's clothing exports, market distribution, product structure, and the challenges it confronts. The research findings suggest that creating independent brands, promoting product innovation, optimizing supply chain management, and constructing a data platform are the core approaches to propel the sustainable growth of China's clothing industry.

Keywords: Clothing Foreign Trade; Export Trade; Countermeasures; Transformation and Upgrading

1. Introduction

1.1 Research Background

Today, in terms of the scale of clothing exports and market distribution, China is the world's largest producer and exporter of clothing. China's clothing exports occupy an important position in international clothing trade. In terms of scale, China's clothing export volume rose first and then declined from 2021 to 2024. After reaching its peak in 2022, it dropped continuously in 2023 and 2024, with a significant decline in 2024. This change is closely related to the sluggish global economic recovery and the contraction of consumer demand, and is also affected by the deterioration of the international trade environment. Traditional market demand is weak, and the development of emerging markets encounters local competition and infrastructure bottlenecks. In terms of the trade environment, protectionism is on the rise. The United States, Europe, Japan and other countries have restricted Chinese clothing exports by raising tariffs and setting up technical trade barriers, increasing the compliance costs for enterprises. Meanwhile, rising labor costs and fluctuations in the RMB exchange rate have exacerbated the uncertainty of exports. The industry itself has structural contradictions. It has long relied on OEM production, lacking self-owned brands, insufficient design capabilities, low R&D investment, and it is difficult to increase the added value of products. Moreover, it is facing low-price competition from Southeast Asian countries.

1.2 Research Significance

The garment industry is a traditional advantageous industry in China and holds a significant position in the development of China's foreign export trade. Conduct an in-depth analysis of the problems and challenges faced in the process of clothing export, such as trade barriers, cultural differences, and changes in market demand, and find solutions among them. Explore the future development direction. By studying and analyzing the current situation of China's clothing exports, we can gain a deep understanding of the challenges faced by the clothing export industry. From this, we can find ideas to improve the internal management of clothing export enterprises and achieve transformation and upgrading. At the same time, it can provide strong references for the government to formulate relevant policies and promote the sustainable development of the clothing export industry.

2. Literature Review

Domestic scholars have conducted research centered on three main lines: the impact of the epidemic, export competitiveness, and transformation and upgrading. Zhai Liqiang et al. (2021), using monthly customs data from 2020 to 2021, found that the pandemic led to a sharp decline in overseas orders and a significant increase in freight rates, which extended the average delivery cycle of China's clothing exports by 18 days. They proposed that the "price compensating for volume" strategy could only be used for short-term hedging, and the fundamental solution lay in the construction of a flexible supply chain [1]. Yin Hang et al. (2022) further pointed out that due to their fragile capital chains, small and medium-sized enterprises lost approximately 27% of their long-term customers during the epidemic. They suggested stabilizing export channels through the cross-border e-commerce + overseas warehouse model [2]. Zhang Zheng et al. (2022) analyzed from the demand side and believed that the global "home economy" boosted the export growth rate of knitted home wear by 11.6%, but the demand for formal wear such as suits dropped by more than 30%, suggesting that enterprises need to dynamically adjust their product structure [3]

Against the backdrop of the superimposition of Sino-US trade frictions and the RCEP, Wang Lina et al. (2022) calculated that the price elasticity of China's clothing exports is -1.34. A 5% price increase against the US would lead to a 7% reduction in quantity, and tariff barriers would significantly weaken the price advantage [4]. Zhong Peixing et al. (2021) hold that the EU's CBAM carbon border adjustment mechanism will increase the cost of China's clothing exports to Europe by 4% to 6%, and the green process transformation is extremely urgent [5]. Ma Tianhui (2022) found based on the Guangdong sample that for every 10% increase in labor costs, the unit price of clothing exports needs to rise by 2.8% simultaneously to maintain profits, and the price competitiveness is being accelerated to weaken [6].

In terms of regional agreements, Zhang Liyao et al. (2022) used the GTAP model to simulate that after the RCEP takes effect, China's knitted garment exports to Japan will increase by 5.4%, but it is necessary to be vigilant against Vietnam seizing the ASEAN market by taking advantage of the rules of origin [7]. Wu Wanjin et al. (2022) analyzed the trade network and pointed out that the concentration index of China's clothing exports along the "Belt and Road" has dropped from 0.68 to 0.51 over the past decade. The market diversification has achieved remarkable results, but the weight of high value-added nodes still needs to be increased [8]. Jiang Xiaopeng et al. (2021) constructed a comprehensive evaluation system for international competitiveness. The results showed that China's clothing export scale index ranked first globally, but its brand and innovation index only ranked 18th, with a significant structural imbalance [9].

In the brand and marketing aspect, Liu Shuhan (2024) found through research that cross-border e-commerce enterprises in the clothing industry that adopt the short video + live streaming model have seen their overseas brand awareness increase by 2.6 times faster than traditional advertising, with ROI rising by 34%, providing empirical support for the overseas expansion of digital brands [10].

Through the study of existing literature, it is found that scholars have conducted extensive research on the influencing factors and strategies of China's clothing export trade, covering multiple aspects such as tariff policies, technical trade barriers, carbon border adjustment mechanisms, regional economic cooperation, and digital economy. Observation and understanding of China's clothing exports are generally conducted from an overall perspective, with relatively few studies focusing on enterprises as representatives to understand the situation of clothing exports.

This article explores the future development direction of China's garment export enterprises under the background of global economic integration by understanding the current situation of China's garment exports and combining the development strategy and market trends of Semir Group. It studies and analyzes the current situation of China's garment exports and the current situation of Semir Group's garment exports from a micro perspective, and understands the challenges and opportunities faced by the garment export industry. This not only provides a reference for clothing export enterprises, facilitating the transformation and upgrading of the industry, but also offers a reference for the government to formulate relevant policies, promoting international cooperation and exchanges.

3. Analysis of the Current Situation of China's Garment Exports

3.1 Analysis of the Scale and Trend of China's Garment Exports

Relevant data indicates that from 2021 to 2024, China's clothing export volume will show a trend of first rising and then falling. After reaching its peak in 2022, it has been continuously declining in 2023 and 2024, with a significant drop in 2023. The year-on-year growth in 2021 and 2022 was positive, but the growth rate gradually decreased. Negative growth began to occur in 2023. The year-on-year growth in 204 rebounded, but the extent was relatively small.

China's garment export value rose from 14,600.30 US dollars to 15,506.51 US dollars in 2021-2022, achieving positive growth for both years, but the growth rate gradually narrowed. This stage of growth may be attributed to the restricted clothing production capacity in some countries during the global pandemic prevention and control period, coupled with the recovery of outbound consumption demand in major foreign markets after the normalization of the pandemic in 2021, which has driven up China's clothing exports. The export volume dropped to 14,008.92 US dollars in 2022-2023, a year-on-year decrease of 10%. The reason might be that the global economic growth slowdown has led to a decline in consumers' purchasing power and a contraction in clothing demand. At the same time, the intensification of international market competition and the recovery of production capacity in other exporting countries have squeezed out China's market share. In 2024, the export value was 13,960.60 US dollars, with a year-on-year growth of 0%. The scale slightly stabilized and increased compared to 2023, but the export value was still lower than that in 2021 and 2022, indicating that China's clothing exports still face weak demand pressure and the market has not yet fully recovered.

From a long-term perspective, the overall export value of China's clothing industry has been on a downward trend, while the year-on-year growth rate has experienced a fluctuation of "a significant drop at first and then a slight recovery", reflecting that the industry has been significantly impacted by the external environment and needs to accelerate structural adjustment to cope with market changes.

3.2 Distribution of China's Garment Export Markets

(1) The export volume of China's clothing to traditional markets

Relevant data indicates that the export volume of China's clothing to three traditional markets is the United States, Japan and the European Union. Among them, the United States is the traditional market with the largest export volume for our country, while Japan is the traditional market with the smallest export volume.

Among the traditional export markets, the export volume to the United States is the highest. As the United States is one of the largest economies in the world, the scale of the American clothing consumption market is huge, and the demand for various clothing products continues to grow steadily, providing a broad market space for China's clothing exports. The economies of China and the United States have strong complementarity. The United States has advantages in fields such as science and technology and finance, while China performs outstandingly in real economy sectors such as manufacturing. As a traditional advantageous export product of our country, clothing can complement the market demand and industrial structure of the United States. This economic complementarity provides a solid foundation for the cooperation between the two sides in the field of clothing trade.

Among the three traditional markets, the export volume to Japan is the smallest. This might be due to Japan's unique fashion culture and consumption preferences, which impose strict requirements on the style, cut, details and functionality of clothing. Moreover, the domestic clothing industry is well-developed, with fierce competition among local brands, and the market consumption growth is sluggish. This has led to significant cultural and consumption habit barriers for Chinese clothing when entering the Japanese market.

(2) China's clothing exports to emerging markets

From 2020 to 2024, the export volume of China's clothing to five emerging markets is ASEAN, Central Asia, Latin America, Russia and Africa. The Association of Southeast Asian Nations (ASEAN) is the largest emerging market for China's clothing exports, with a total value reaching 68.2144 million US dollars. The geographical location of ASEAN is close to that of China, with convenient transportation, which greatly reduces transportation costs and helps Chinese clothing enterprises respond to the market demands of ASEAN in a timely manner. Moreover, ASEAN has a large population, diverse cultures and close exchanges with China. In addition, the two sides have signed a series of free trade agreements, such as the Regional Comprehensive Economic Partnership (RCEP), etc.

Africa is the emerging market with the smallest export volume, reaching 6.683 million US dollars. However, Africa's export volume is stable with small fluctuations. Perhaps due to the limited economic development level and low per capita income in Africa, the public's consumption capacity for clothing is also limited. In recent years, the garment industry in some African countries has gradually developed. By taking advantage of the low cost of local labor, they have occupied a certain share of the African market, squeezing the space of China's garment market. Moreover, the logistics and transportation infrastructure in Africa is backward, with high logistics costs and long transportation times. This has a certain impact on the efficiency of goods delivery, increases the selling price space, and reduces competitiveness.

China's clothing exports to Central Asia, Latin America and Russia are on an overall growth trend. The export volume to Central Asia saw the most significant growth, rising from 2.6767 million US dollars in 2020 to 6.2631 million US dollars in 2024. Perhaps due to the promotion of China's "Belt and Road Initiative", trade and cooperation with Central Asian countries have provided a favorable policy environment and development opportunities, strengthening cooperation in infrastructure, trade and investment and other fields between the two sides. At the same time, China has been constantly signing and improving trade agreements with Central Asian countries, simplifying customs procedures and reducing tariffs, providing policy support for China's clothing exports.

3.3 The Product Structure of China's Garment Exports

In terms of export volume, from 2021 to 2023, the export volumes of knitted garments and clothing accessories as well as woven garments and clothing accessories both showed a trend of first rising and then falling. During the period of 2021-2022, the export volumes of both achieved growth. During the period of 2022-2023, the export volume declined. By 2024, compared with 2023, the export volume of these two types of goods has rebounded again. In terms of year-on-year growth rate, the growth rate of knitted garments and clothing accessories fluctuated significantly, dropping from 36.85% in 2021 to 4.97% in 2022, and then to -7.94% in 2023. The year-on-year growth rate of woven garments and clothing accessories also fluctuated significantly, from 9.83% in 2021 to 10.01% in 2022, and then to -6.77% in 2023. During the period from 2021 to 2024, the export value of knitted garments and clothing accessories was generally higher than that of woven garments and clothing accessories, indicating that knitted garments have a relatively stronger demand and a larger market share in the international market. The growth rate of knitted garments fluctuates more sharply, while that of woven garments remains relatively stable. Knitted garments are significantly influenced by changes in market demand preferences, while the demand for woven garments remains relatively stable and is less elastic to the impact of the overall economic environment.

4. Problems Faced by China's Clothing Exports

4.1 Market Demand Aspect

(1) The traditional market is unstable

The unstable economic growth in traditional markets such as the United States, the European Union and Japan has affected consumer confidence and purchasing power. As a result, spending on non-essential consumer goods like clothing has decreased, and consumers are more inclined to buy low-priced clothing. The demand for mid-to-high-end clothing has relatively weakened, which has impacted the overall sales and profit margins of China's clothing exports. Consumer demands in traditional markets are becoming increasingly diverse, personalized and customized. However, Chinese clothing enterprises mass-produce standardized designed and developed clothing, which is far from meeting consumers' personalized demands. As a result, they lag behind in some markets and miss out on some market demands.

(2) It is very difficult to explore emerging markets

The economic development levels of emerging market countries vary greatly. In some countries, the per capita income is low, and consumers' demands for clothing still remain at the basic level of covering the body and keeping warm. They have low requirements for the style, quality and brand of clothing, and the market capacity is limited. In some emerging markets with relatively better economies, the demand for clothing is more diverse and high-end, but the market competition is also more intense. Meanwhile, the domestic clothing industry in emerging market countries is gradually growing stronger, and internationally renowned clothing brands are also stepping up their efforts to explore emerging markets. The domestic garment industry, taking advantage of its labor cost advantage, raw material resource advantage and the government's industrial support policies, has vigorously developed the garment manufacturing industry, posing a strong competitive threat to China's garment exports. Well-known brands have obvious advantages in brand influence, product design and other aspects, and have occupied the high-end consumer market share in emerging markets. Chinese clothing enterprises are often at a disadvantage in competition with these international brands.

4.2 Regarding the Trade Environment

(1) Trade-oriented protection

With the development of global economic integration, trade protectionism has gradually become an important factor affecting international trade. Developed countries protect their domestic industries by setting up various trade barriers, and these measures pose a direct challenge to China's clothing exports. During the Sino-US trade friction, the United States raised tariffs, with the tariff rate for some clothing categories reaching as high as 25%, and strengthened the review of the origin of clothing through trade agreements such as the United States-Mexico-Canada Agreement (USMCA), restricting the re-export of Chinese clothing into the US market through third countries. The EU has imposed measures such as technical trade barriers and green trade barriers on China, strictly restricting the content of chemical substances in Chinese exported clothing, packaging materials, and water pollution during the production process. Japan has adopted measures such as technical trade barriers and origin rules against China, and has strict requirements for the quality of Chinese clothing. In addition, Japan has strengthened the review of the origin of clothing through the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Not only do these countries have trade protection measures against China, but there are also other different countries that implement trade protection measures against China. If Chinese clothing enterprises fail to ensure that their products meet these standards, they may face the risk of their products being recalled, destroyed or banned from import.

(2) Exchange rate fluctuation risk

The exchange rates of the US dollar and the British pound against the Chinese yuan have shown a fluctuating upward trend. The exchange rate of the euro against the Chinese yuan has remained generally stable, while the exchange rate of the 100-yen against the Chinese yuan has shown a downward trend. China's textile and garment export enterprises usually need to import a large amount of raw materials (such as cotton, chemical fibers, etc.), and these raw materials are mainly settled in US dollars. Therefore, the fluctuation of the RMB exchange rate against the US dollar directly affects the production costs of enterprises. The changes in exchange rates not only affect the purchase of raw materials for clothing in our country, but also simultaneously influence the price competitiveness of our clothing overseas. For instance, when foreign currencies appreciate, the cost of imported raw materials rises, which in turn increases the production costs of enterprises. Within a limited profit margin, enterprises will face considerable operational pressure. Furthermore, if the RMB appreciates, it will weaken the price competitiveness of China's clothing exports, leading to obstacles in the growth of export volume.

The exchange rate of the US dollar against the Chinese yuan has changed, and the RMB has shown a depreciation trend. The export volume has rebounded to a certain extent, indicating that the depreciation has enhanced the price competitiveness and stimulated the export volume of Chinese clothing. The exchange rate change between 100 Japanese yen and the Chinese yuan indicates that the RMB is showing an appreciation trend. With the appreciation of the RMB, the price competitiveness of Chinese clothing in the Japanese market has declined, leading to a decrease in Japan's export volume from 2022 to 2024. This indicates that the

Japanese market is relatively sensitive to prices.

4.3 Competitiveness Aspect

(1) Rising labor costs

As a labor-intensive industry, the traditional advantage of China's textile and garment industry lies in its low labor costs. In recent years, due to factors such as an aging population, the rising wage demands of young workers, and adjustments to labor laws, China's labor costs have risen significantly. According to World Bank data, the average monthly salary of manufacturing workers in China was approximately $800 to $1,000 in 2022, while those in Vietnam and Bangladesh were $250 to $300 and $150 to $200 respectively. This means that China's labor cost is 3 to 4 times that of Vietnam and 5 to 6 times that of Bangladesh. The increase in labor costs has directly led to a rise in the export prices of Chinese textiles. According to data from the China National Textile and Apparel Council, the unit price of China's textile exports rose by approximately 8% year-on-year in 2022, while the increase in the unit price of exports from Vietnam and Bangladesh was only 2% to 3%. The rise in labor costs has weakened the price competitiveness of China's textile and garment products, especially in the mid-to-low-end market. According to data from China's customs, the total export value of textiles and garments in China increased by 3% year-on-year in 2022, which was far lower than the growth rates of Vietnam and Bangladesh. To cope with the rising labor costs, many Chinese enterprises have moved their production bases to Southeast Asian countries.

(2) Insufficient brand and design capabilities

China is the world's largest producer and exporter of clothing, but it lacks its own brands and mainly relies on OEM production. The proportion of investment in innovation and R&D in China is relatively low, accounting for only 0.3% of sales revenue, while in developed countries, it reaches 3% to 5%. In addition, due to the lack of international design talents, they are unable to keenly perceive the changes in international fashion trends. Most of them directly imitate the designs of big brands at home and abroad, lacking uniqueness and fashion. Gradually, the gap with international well-known brands has been continuously widening.

4.4 Fluctuations in Sea Freight and Raw Material Prices

(1) Ocean freight charges

In recent years, global ocean freight rates have continued to rise. Besides the basic ocean freight charges, the export of clothing also involves various additional fees. The increase in these fees has generally raised the overall transportation cost.

During the period from 2020 to 2021, the ocean freight rates of major routes generally rose significantly, reaching the peak in the past five years in 2021. From 2021 to 2023, ocean freight rates showed a downward trend, but the extent of the decline varied among different routes. From 2020 to 2021, mainly due to the impact of the COVID-19 pandemic, the global supply chain was disrupted, ports were congested, containers were in short supply, and shipping capacity was tight, which led to a significant increase in shipping costs. From 2021 to 2023, as the epidemic prevention and control measures were adjusted, the supply chain gradually recovered, the turnover of containers accelerated, and the shipping capacity gradually returned to normal, which brought the shipping costs back to a relatively reasonable level but still higher than the pre-epidemic level.

(2) Fluctuations in raw material prices

China's garment industry features a rich variety of raw materials, including cotton, wool, and chemical fibers represented by polyester and nylon. The sources of raw materials are diverse, relying on both domestic production and imports from overseas, thus establishing a diversified supply chain system.

Cotton prices dropped significantly both domestically and internationally in 2020 due to the sharp decline in demand caused by the pandemic. Later, they rebounded slowly as the economy recovered, but remained at a low level throughout the year. In 2021, due to the global economic recovery, the explosion in demand and the supply shortage caused by disasters in some major producing countries, the international cotton price rose sharply. The domestic cotton price also continued to climb, reaching a high of 22,109 yuan per ton. In 2022, due to poor downstream demand, domestic epidemic and competition in the chemical fiber industry, prices dropped from their peak. The domestic lint cotton price fell from 22,206 yuan per ton at the beginning of the year to 14,949 yuan per ton on December 21, a decline of 32.68%. In 2023, prices first rose and then fell. Due to factors such as demand expectations, supply changes and policies, they fluctuated like a roller coaster. In 2024, the situation will continue to be weak, with overall low-level fluctuations. On April 11th, the China cotton price Index was 14,275 yuan per ton.

The price of wool dropped in 2020 due to the decline in demand for high-end clothing caused by the pandemic. In 2021-2022, as the economy recovered and costs rose, the price rebounded. In 2023-2024, the supply and demand will remain relatively stable, with smaller price fluctuations. Domestic production will remain stable at around 400,000 tons, and the import volume in 2023 will be 253,300 tons. It will rise to 275,200 tons in 2024.

The price of chemical fibers is closely related to crude oil. In 2020, due to the impact of the epidemic, the price of crude oil plummeted. The cost of chemical fibers decreased and the price dropped. In the second half of the year, it rose along with economic recovery and the rebound of crude oil. In 2021, cost-driven factors and demand growth led to its continuous increase. After a high-level fluctuation in 2022, it declined due to the fall in crude oil prices and the suppression of demand. In 2023, the industry remained stable with a slight decline under regulation. In 2024, demand-driven prices slightly declined in the first half of the year due to the economic recovery in some regions falling short of expectations. However, they stabilized in the second half of the year. For instance, the price of PTA in the polyester chain dropped from 6,015 yuan per ton at the beginning of July to 4,760 yuan per ton by the end of the year, a decline of 26%.

5. Research on Countermeasures for China's Clothing Exports

5.1 Expand Diversified Markets

China should intensify its efforts to explore emerging markets, especially those regions with considerable market potential such as Southeast Asia, Africa, Latin America and Central and Eastern Europe. These regions are geographically close to our country. With policy support, they can effectively reduce reliance on traditional markets and lower trade risks. While consolidating traditional markets, actively adjust the layout of export markets and reduce reliance on a single market. Carry out a diversified market strategy, disperse export risks and enhance overall competitiveness. Taking advantage of the high penetration rate of the Internet, we actively explore emerging markets, utilize online e-commerce platforms to quickly layout and increase market coverage. China's clothing exports can draw on the overseas market layout ideas of Semir Group. While exploring diverse markets, they should also address the demands of the domestic market and leverage the global connection power of the Internet to promote products and seize market share in advance.

5.2 Dealing with Trade Barriers and Frictions

China should actively participate in the negotiations of the World Trade Organization and various free trade agreements, strive to play a greater say in the formulation of international trade standards, and better deal with trade barriers and frictions from other countries. Increase investment in innovative research, introduce new technologies and processes, ensure that products meet standards in material procurement, production processes and other links, and avoid trade barriers due to non-compliance with international regulations. China's garment export enterprises have strengthened strict control over the quality of garments, ensuring that the production process, links and packaging materials comply with international standards, which is conducive to the smooth export of garments.

5.3 Strengthen Brand Building and Promotion

Enterprises should enhance their brand awareness, shift from "OEM" to "brand creation", gradually develop their own brands, and increase the added value and market competitiveness of their products. Strengthen brand protection awareness, establish and improve the intellectual property protection mechanism, register trademarks and patents, crack down on infringement, and safeguard the legitimate rights and interests of brands. Deeply explore the cultural characteristics of different target markets and integrate local cultural elements with brand design concepts. Accurately position the brand's position in different international markets, understand the core value of the brand, pay attention to integrating popular elements into the design, and at the same time inherit and innovate Chinese cultural elements to endow the brand with unique cultural connotations and values. Strengthen cooperation with designers to develop new products, enhance the fashion and design sense of the products, and sort out the brand's image at the forefront of the international fashion industry. When China exports clothing, it can leverage its outstanding traditional Chinese culture to showcase unique Oriental beauty. At the same time, it can collaborate with renowned designers or brands to enhance the brand's popularity and influence.

5.4 Optimize Supply Chain Management

Product quality is the key to the clothing industry. Enterprises should enhance production efficiency and product quality through technological innovation and intelligent manufacturing. We strictly control the procurement of raw materials, establish long-term and stable relationships with high-quality suppliers, and conduct rigorous tests on raw materials to ensure they meet international environmental protection and safety standards. Build a flexible intelligent decision-making platform solution, maintain stable cooperation with suppliers, and enhance the flexibility and response speed of the supply chain. Optimize services in multiple links such as procurement and production by leveraging technologies like big data, the Internet of Things, and artificial intelligence, achieve intelligent management of the supply chain, and enhance flexible production capacity. The virtual business model that can be adopted for China's clothing exports focuses on core business, closely cooperates with upstream and downstream enterprises, builds a data-driven intelligent platform, and improves the supplier system.

6. Conclusions and Prospects

6.1 Conclusions

In recent years, China's clothing exports have experienced a "roller coaster" fluctuation. After reaching a peak in 2022, they have continued to decline, with a particularly significant drop in 2024. Consumption in traditional markets such as Europe, America and Japan is declining day by day. Although emerging markets like ASEAN have a fast growth rate, the expansion of their market scale is somewhat restricted. At present, China's clothing exports are confronted with multiple pressures such as rising raw material and shipping costs, intensified international conflicts, and an increase in trade barriers set up among countries. Meanwhile, China's clothing industry is also facing problems like the lack of self-owned brands, low added value of products, and insufficient innovation capabilities. It is urgent to transform from "winning by quantity" to "winning by quality".

6.2 Prospects

China's garment export enterprises can adopt the successful experience of "cultural empowerment + digital drive + flexible supply" to promote the high-quality development of China's garment exports. By deeply integrating China's outstanding cultural elements with international aesthetics, relying on data analysis, accurately grasping global consumption trends, establishing a dynamic customer profiling system, and leveraging cross-border e-commerce platforms and social media channels to directly reach overseas consumers. While focusing on traditional markets, we should also expand into emerging ones. Based on the consumption demands of traditional markets, we should analyze the trends of clothing fashion in the market. At the same time, we should take advantage of national policies to layout emerging markets, open up sales channels and reduce costs.

In the future, for China's clothing exports to achieve high-quality development, enterprises, the government and the industry should work together to make concerted efforts. For enterprises, accelerating the pace of digital transformation and upgrading, mining consumer behavior data, and accurately understanding consumer demands. Focus on cultivating international brands with independent cultural characteristics. At the same time, optimize the supply chain layout, improve the marketing model, perfect the service process, enhance the quality and efficiency of customer service, and comprehensively enhance the comprehensive competitiveness of enterprises in the international market.

For the government, it is necessary to improve the policy and legal system and increase policy support for clothing export enterprises. Attach great importance to knowledge protection, further improve relevant regulations, severely crack down on infringement, stimulate the innovation vitality of enterprises, create a favorable innovation ecological environment, promote the construction of a fair, open and inclusive international trade environment, and expand a broad international market space for China's garment export enterprises.

For the industry, it is necessary to strengthen the industry's self-discipline mechanism and strictly regulate the market order. Accelerate the establishment of industry public service platforms, integrate high-quality resources, and help enterprises break through development bottlenecks. Promote the formulation of industry standards, optimize the standard system of China's clothing industry around international common standards, and enhance the recognition and competitiveness of China's clothing products in the international market.

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