

Baby & Children's Wear

Essential sourcing intelligence

August 2011

US\$395

China supplier profiles

Detailed profiles of 49 verified suppliers and contact details of an additional 13 exporters

Product gallery

Specifications and full-color images of 140 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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Supplier capability in China

BABY & CHILDREN'S WEAR

China suppliers of baby and children's wear are stepping up efforts to enhance releases in anticipation of stronger exports during the next 12 months.

Comfort, functionality and visual appeal are the key R&D considerations. Makers aim to offer designs boasting improved construction and adopting better materials.

High manufacturing and overhead expenses, however, are posing a threat to companies' growth. The stronger local currency is also a concern. Businesses are losing their pricing advantage due to these factors, especially with emerging low-cost hubs such as Vietnam and Cambodia giving buyers alternative sourcing locations.

In response to challenges, many suppliers are modifying production strategies and terms of sale.

North America and the EU will still be the major shipping destinations for most exporters. A few companies intend to boost deliveries to non-EU countries.

Key findings

1. While the cost of cotton, polyester and other materials typically adopted in baby and children's wear is stabilizing, it remains considerably higher than rates from the previous year. Regardless, makers will continue employing common inputs as these are preferred by customers.
2. Labor spending is still escalating. The minimum wage levels in several provincial hubs were raised through revisions in local policies. Further, many factories are now lacking in skilled workers and need to conduct constant training.
3. Various areas are experiencing power shortage, which gives rise to extended manufacturing and delivery days.
4. To retain and expand client base, exporters are offering reduced MOQs particularly for trial purchases. They agree to bring down quotes for high-volume procurements. In terms of products, companies are employing quality materials to ensure safety, and for enhanced durability, fit and usability. Clothes and accessories come in lively colors and patterns that project a youthful vibe, although selections that mimic the elegance of men's and women's apparel are being turned out as well.
5. More suppliers will be shifting to upscale production for wider profit margins. ODM and OBM lines are also going to be given attention.
6. Prices rose 2 to 10 percent during the past six months. Further increases are to be expected within the coming half-year. Businesses plan to limit markups to 10 percent, but several may enforce higher adjustments to cover additional spending.

Scope & methodology

This report covers the major products of China's baby and children's wear industry, namely tops, shorts, pants, skirts, dresses, rompers, jumpers, outerwear, and formal and casual suits and sets. Swimwear, undergarments, nightclothes, accessories and footwear are included as well.

Each category has its own section discussing design trends specific to the line.

The segments also detail the features and prices of low-end, midrange and high-end models. Typical QC processes are included in some chapters.

The Industry Overview describes the challenges currently being faced by local businesses. Further, it talks about how factories are dealing with these difficulties.

Nearly 70 percent of the featured exporters are based in Zhejiang and Fujian provinces. Locally owned

companies account for the majority of surveyed suppliers.

To produce this report, Global Sources interviewed a wide range of enterprises. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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3S Textile & Apparel Shijiazhuang Co. Ltd



INQUIRE NOW

3S exports approximately 30,000 baby and children's garments and accessories each month. The line consists of shoes, outerwear, suits and sets, rompers, shorts and pants.

Products are manufactured at the factory in Hengshui, Hebei province. The plant currently utilizes 75 percent of capacity. A 150-strong workforce handles operations.

All output goes abroad, with the EU absorbing 70 percent. The rest is delivered to North America and the Asia-Pacific region.

Last year's sales in the line amounted to \$5 million, contributing 42 percent to the company's total revenue. This is projected to increase by more than 20 percent in the next 12 months.

Company facts

Year established	1992
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shijiazhuang (Hebei)
Factory location(s)	Hengshui (Hebei)
No. of full-time employees	150
Annual sales (all products)	\$12.0mn
Annual R&D spending	\$300,000

Sales & output: Baby & children's wear

Annual sales	\$5.0mn
Share of total sales	42%
Annual export sales	\$5.0mn
Total monthly capacity	40,000 pieces
Average monthly output	30,000 pieces
Capacity utilized	75%
Average monthly exports	30,000 pieces
Export ratio	100%

Contact details

Business contact	BAI Lynn
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URL	www.apparels.com.cn www.globalsources.com/3s.co
Address	1109 Shangdeguoji, 8 Kangle Street, Shijiazhuang, Hebei, China



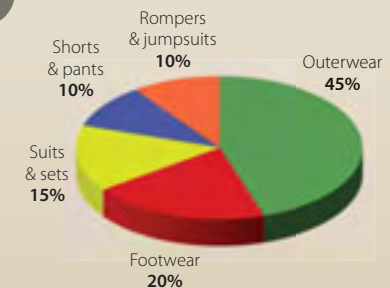
Model: 3S-RW-008

MOQ: 1,000 pieces

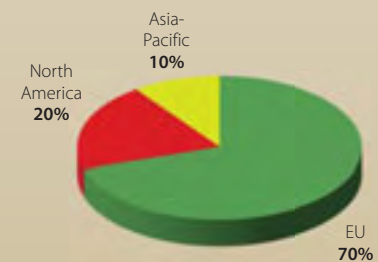
Description: Rainwear set; 100% polyester with PU coating; 200gsm; 100% polyester lining; jacket: detachable hood, resin zipper closure, two pockets

See more popular export models in the [Product Gallery](#).

Exports by product



Exports by market



PRODUCT GALLERY

Tops



Bright

(profile page 34)

Model: JVS1295

MOQ: 1,000 pieces

Description: Girl's T-shirt; 100% cotton; 170gsm; scoop neckline; shirred sleeves; plaited fabric belt; rubber-printed motif; for 7 to 16 years old; in various colors



Changshu Eastar

(profile page 36)

Model: 66361

MOQ: 1,000 pieces

Description: Baby shirt; 60:40 linen-cotton; 85gsm; short sleeves; chest pocket; button closure; for 15 to 20 months; in various colors



Goldely

(profile page 41)

Model: 176-16

MOQ: 1,000 pieces

Description: Children's T-shirt; 100% cotton or polyester, 65:35 polyester-cotton or 60:40 cotton-polyester; 100, 120, 140, 150, 180, or 220 to 240gsm; striped; printed text; for 2 to 16 years old; embroidery, stamping, washing optional



Goldely

(profile page 41)

Model: 176-13

MOQ: 1,000 pieces

Description: Children's polo shirt; 100% acrylic or polyester, 65:35 polyester-cotton, or 60:40 cotton-polyester fleece or polar fleece; 230 to 350gsm; 2-button placket; striped; printed text; for 2 to 16 years old; embroidery, flocking, stamping optional; in various colors



Hangzhou Artsun

(profile page 45)

Model: CF-PM007

MOQ: 1,000 pieces

Description: Boy's long-sleeved polo shirt; 100% cotton jersey; 200gsm; 3-button placket; elbow patches; for 2 to 12 years old; custom sizes, colors accepted



Hangzhou Distance

(profile page 46)

Model: T-Helio-TB-SS11

MOQ: 1,000 pieces per color

Description: Boy's T-shirt; 100% polyester; 140gsm; piece-dyed; quick-dry; for 6 to 16 years old; custom colors

Sample page

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