

various regions of China using predictive economic and mathematical models.

Looking forward to 2022 and beyond, the real estate investment industry will find itself at the centre of rapid economic and social change, which is transforming the built environment. While most of these trends are already evident, there's a natural tendency to underestimate their implications over the next six years and beyond.

By 2021, real estate managers will have a broader range of opportunities, with greater risks and new value drivers. As real estate is a business with long development cycles – from planning to construction takes several years – now is the time to plan for these changes. Already, thousands of people migrate from country to city across China on a daily basis, attracted by the new wealth of these economies. By 2021, this migration will be firmly established. The cities will swell – and some entirely new ones will spring up. Meanwhile, the growing emerging markets' middle class and ageing global population are increasing demand for specific types of real estate.

In this regard, the importance of economic and mathematical modeling and forecasting of the real estate market in relation to specific regions of China increases

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УДК 338.4

MARKETING RESEARCH OF THE GLOBAL FOOTWEAR MARKET

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The purpose of this article is to briefly present the results of a marketing research of the global footwear market. Currently, the main companies that occupy more than 72 % of the global footwear market are: Nike Inc., Puma SE, Adidas AG, Asics Corp. and New Balance Inc., Bata Limited, Skechers USA Inc., Deichmann SE, W.L. Gore & Associates Inc., Sympatex Technologies GmbH, Columbia Sportswear Company, Kathmandu Holdings Limited, VF Corp., Aldo Group Inc. and Jack Wolfskin, Asics Corp., Bata Ltd., Skechers USA Inc., Deichmann SE, Converse. In 2019, global footwear production was US \$ 260.68 billion, up 3.8 % over 2018.

More than 87 % or 21238.2 million pairs of shoes in 2019 are produced in Asia, South America accounts for 4.7% of world footwear production, Africa accounts for 2.9 % North America produces 1.8 % of footwear from world volume. In Australia, shoes are not produced at all [1]. More than half of the footwear produced (in value terms) is fashionable footwear. The second place in the structure of world production is occupied by sports shoes

in 2019 – 27.1 %, which is 2.3 pp more than in 2018. Luxury footwear production increased by USD 4.4 million, and its share in total footwear production in 2019 was 14.6 %.

The analysis showed that more than 88% of the world's footwear production is concentrated in ten countries: China, India, Vietnam, Indonesia, Brazil, Turkey, Pakistan, Bangladesh, Mexico and Italy[2]. China is the undisputed leader in footwear production, accounting for 54.5 % of the global footwear production or 13,475 million pairs in 2019. More than 10 % of the global footwear production is occupied by India, and there is an acceleration in production growth in 2017–2018. (by 6–7 %). Vietnam is in third place with a 5.76% share in the world footwear production. Compared to other countries, it is especially necessary to note Indonesia, whose share in world footwear production increased 13 times from 0.44 % in 2015 to 5.76 % in 2019. This situation is due to the relocation of shoe production from China. Italy accounts for less than 1 % of world footwear production, but this country is the leader in the production of luxury (branded) and fashion footwear, while casual (social) footwear accounts for a large share of footwear production in the countries that ranked higher. The prices for shoes imported from Italy are 3–4 times higher than those from the countries of Southeast Asia. More than 80 % of the world's footwear exports come from five countries: China, Vietnam, Indonesia, Germany and Belgium. China is the leading exporter with a share of 63.6 % in global footwear exports (according to 2019 data). The largest importer of footwear is the United States, imports of footwear to the United States in 2019 amounted to USD 2,470 million, followed by Germany with USD 745 million, followed by Japan with USD 653 million. The top ten global footwear importers also include: France, Great Britain, Belgium, Italy, Spain, the Netherlands and Russia.

In 2019, almost 80 % of the global footwear market capacity is concentrated in 14 countries. The top five include the United States, China, Brazil, Japan and Russia. The most capacious shoe market is the US market, the share of this market in 2019 amounted to 21.04 % of the world market, which in value terms corresponds to 91,187.2 million US dollars. Thus, based on the analysis of the state of the world footwear market, it is obvious that the most significant players in it are countries such as the United States, China and Brazil.

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