CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Children's wear in Europe

Introduction

Notwithstanding the Eurozone crisis and a slowdown in birth rates, especially in Southern European countries, children's wear is outperforming the overall apparel market, presenting interesting opportunities for developing country exporters. Department stores and supermarkets are increasing floor space dedicated to children's wear, while trendy fashion focuses on the "mini-me" trend. Most potential for developing country exporters can be found in the Nordic Countries and the United Kingdom. Growth in these countries is especially boosted by growing birth rates and increasing spending per child. The focus for these countries markets should be on natural and organic materials. Eastern European countries are also becoming interesting as end-markets as families start having more fashion budget for their children. Exporters with innovative materials and creative potential can also approach European producers looking to boost their competitive advantage, and develop partnerships based on co-creation.

Product description

Children's wear in Europe comprises clothing designed for children up to about 14 years old.
The main sectors of the market include girls' clothing (ages 2 to 14), boys' clothing (ages 2 to 14), and infants (incl. baby's) clothing (for under-2 year-olds).

Product specifications

There is no separate product group for children's wear. Girls' and boys' clothes are included in the adult product groups, with girls' clothing included in women's clothing product groups and boys' clothing included in men's clothing product groups. These product groups are divided into the categories displayed in the appendix under the HS codes of Chapters 61 and 62.

In Europe, children's clothing sizes are based on the height of the child, although age is also commonly used to determine size. The largest size is 170 (14+), intended for children around 14 years of age.
Up to the age of two years, age-based sizes in European children's clothes are expressed in months (e.g. 2 years old is 23 months). Beginning with the age of three years, age-based sizes are expressed in years.

Sizes for children's wear vary somewhat across European countries, especially between countries in Southern and Northern Europe. These differences are related to the smaller average height and body posture of Southern Europeans. For an overview, see Table 1 below.

Figure 1: Sizes in European children's wear

Name	Age	Height	Size
Newborn/Infant	0-1 months	50 cm	50
	1-2 months	56 cm	56
	2-4 months	62 cm	62
	4-6 months	68 cm	68
	6-9 months	74 cm	74
	9-12 months	80 cm	80
	12-18 months	86 cm	86
Toddler	2 years	-	92
	3 years	-	98
Little girl/boy	4 years	-	104
	5 years	-	110
	6 years	-	116
	7 years	-	122
	8 years	-	128
	9 years	-	134
	10 years	-	140

11 years	-	146

Material and design

Children's wear sold in Europe is manufactured primarily of cotton, as cotton can be washed in hot water without much shrinking or fading colours ('washability'). Moreover, consumers like the soft and natural feel of cotton.

Conventional cotton may contain toxic substances (e.g. pesticides) and chemicals from the dyes used. Biological cotton is being increasingly used for children's clothing in Europe. Organic cotton has a higher quality than conventional cotton, and the production exerts less pressure on the environment. This alternative is therefore more appealing to the growing population of responsible consumers. Another important reason for the success of organic cotton is that it prevents hypersensitivity and allergies.

Comfort, safety and convenience are the most important considerations that parents have when buy clothes and footwear for their babies and children. One-piece outfits are popular, as they are easy to put on and take off, while clothing with dangling strings or ribbons tend to be avoided. Examples of comfortable child-specific outfits include leggings, wetsuits, and pyjamas. Some fashion-minded parents look for cute, stylish designs of apparel for their babies and children.

Labelling and packaging

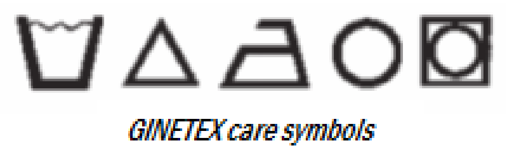
In general, the following information is included on clothing labels:

- Care symbols (see examples on the right)
- Composition (fibre content [percentages of fibres used])
- Size
- Country of origin (Made in)
- Further information (e.g. eco-labels), if applicable (see examples on the right)

The product information on the label should preferably be in the local language of the country for which the clothing is destined, and multiple languages are an option as well. Textile-specific labelling requires the inclusion of fibre content. Optional information includes origin, care, manufacturer and/or importer information, and size.

Care labels
There is no European-wide obligation to provide instructions on how to wash and maintain textile products. Many European retailers voluntarily use care symbols instead of words.

Example of care symbols (GINETEX)



As long as there is no uniform European legislation on the matter, producers are advised to use the following European/international standard: ISO 3758:2012 Textiles - Care labelling code using symbols.

Most European countries use the international care labelling code GINETEX.
The European trademark GINETEX care labelling system is a voluntary service offered to consumers by the textile and apparel industry. To control the correct application, the care labelling code is protected by an international trademark. The ownership of this international trademark belongs to GINETEX.

According to GINETEX standards, labels should include the following information (see example on the right):
general care and warnings
washing
drying
ironing
professional textile care (dry cleaning)
For a list of all GINETEX labels, see the GINETEX website.

Quality

The following are the most important quality specifications for children's clothing:

- Washability: Because children's clothes can become quite dirty, it must be possible to wash them at fairly high temperatures without the risk of shrinking or fading.
- Natural materials: The materials used for children's clothing should be as natural and hypoallergenic as possible.

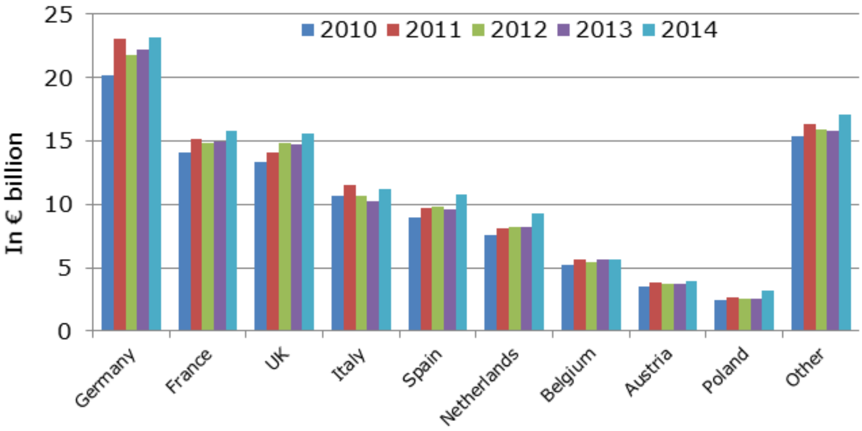
European clothing is known throughout the world for its high quality. For this reason, children's clothing made for the European market should be of good quality, meaning that it should be sturdy, durable and made of good fabric (see the section on Materials for additional details on requested materials).

The various quality segments and related market shares for children's wear in Europe are illustrated later in this document in Figure 7: Price segments for Children's Wear in Europe.

What is the demand for children's wear for Europe?

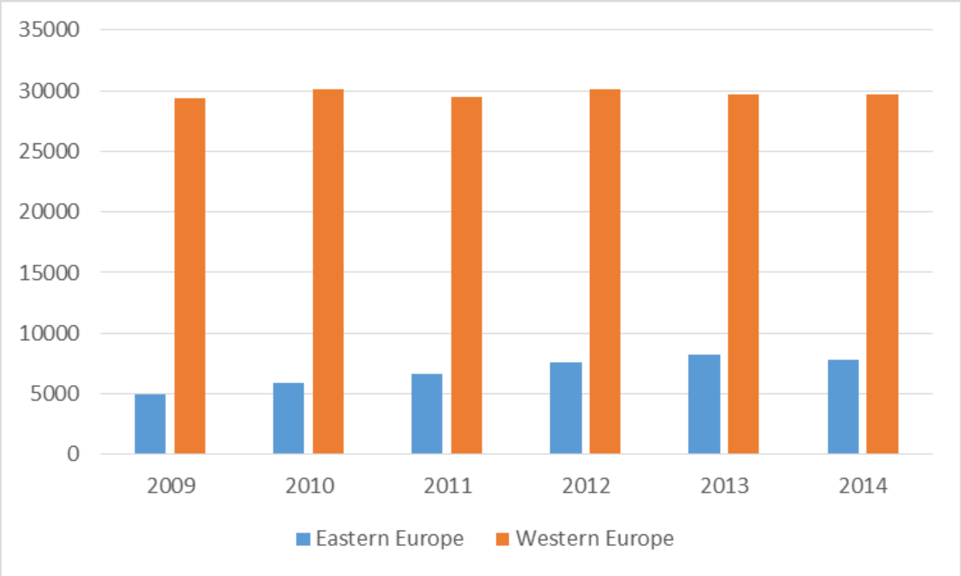
The global market for children's wear is estimated to reach a value of € 152,7 billion by 2017.
Western European markets are considered traditional leaders and, together with the United States, account for a principal share of the global children's wear market.
The total European market for children's wear is worth around € 57,6 billion. Market growth varies considerably across different European countries. Between 2009 and 2013, the Italian and Spanish markets declined by 1.8% and 5.7%, respectively, while the UK market grew by 2.5%. In 2013, clothing, footwear, sportswear and accessories retailers accounted for the largest proportion of sales. Sales in these segments generated 67% of the market's overall value. The European market is forecasted to accelerate its growth with an anticipated CAGR (Compound Annual Growth Rate: measure of growth over multiple years) of 3.3% between 2013 and 2018, driving the market to a value of € 67 billion by the end of 2018.
Most of the growth in the European market for children's wear will be experienced in Nordic countries, the United Kingdom and Eastern Europe. Eastern European countries (according to the definition applied by Euromonitor) are: Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Ukraine. Most of these markets are still quite small when compared to the western European market. Within Western European countries Scandinavian and British markets are still growing.

Figure 2: Import of main European buyers in 2014 in apparel in €



Source: Trademap

Figure 3: Children's wear market growth Eastern and Western Europe 2009-2014



Source: Euromonitor

Tip:

- Being the biggest European market, Germany is still an interesting market, although there might be more interesting countries in the longer period, such as Nordic countries and the United Kingdom and even Eastern European countries (e.g. Poland). Though still displaying a small import volume, Eastern European countries could have more growth opportunities and potential in the future.

What European trends offer opportunities for children's wear?

Area	Facts & Trends	Opportunities/threats in children's wear
Europe in general	Most numerous age groups: 45-49; base of the age pyramid becomes smaller due to fertility rates below replacement and pyramid slowly becomes a pillar.	European parents still to spend a good share of their income on their children, though there will be less children to spend on.
Germany	Birth rates started improving in 2014; Growing demand for high-quality products at reasonable prices; 1% increase in 2014 (€2.6 billion); Birth rates expected to stagnate towards 2016 and decline towards 2019.	Short period volume and value growth in children's wear, especially babywear and stagnation in the longer period.
United Kingdom	Average family budget reduced. Polarisation of the market.	Rise of supermarkets and fast fashion retailers offering apparel for toddlers at very low prices; many parents are unwilling to spend; children's wear to continue to decline. Luxury children's wear is also growing considerably.
France	Although the number of births slightly declined in 2014 France is one of the most fertile countries in mature economies. Many parents are unwilling to spend considerably on children's wear given that as such items become quickly redundant as children continually grow in size.	Decline in purchase in children's wear and especially baby wear. Rise of second-hand, rental and exchanged children's wear. Little potential for developing country exporters.
Netherlands	Birth rate decline in 2014.	Decline in purchase in children's wear and especially baby wear; little potential for developing country exporters.
Italy	Birth rate decline in 2014; number of babies/infants aged 0-2 set to drop by 8% by 2019; number of kids aged 3-8 will also decline by 7%, while there will be a 3% increase in the ones aged 9-12; the overall population aged 0-12-years-old is expected to decline by 4% by 2019.	Further erosion in the potential consumer base. Growing trend to swap children's wear among friends and family; growth of second hand stores and customer-to-customer auction sites.

Greece	Spending negative trend is slowing improving with preference to cheaper items such as T-shirts.	Slow recovery. Very little potential for developing country exporters.
Norway	Birth growth in 2014; Average birth rate of 12.11 per 1,000 persons by 2019; population of babies and toddlers under three is set to increase by 6% until 2019; number of children under 14 to increase by 4% to reach 968,000 by 2019.	Continuation of steady volume growth in children's wear with good potential growth opportunities for local companies and developing country exporters. Children's wear led by functionality; Norwegians are among the wealthiest worldwide and will purchase the best available clothing for outerwear, e.g. jackets and woollen items which provide protection against the harsh winter weather; moved by quality more than style.
Sweden	2014: Birth rate growth. Sweden is one of mature economies with the highest birth rate. Parents are very tech-savvy and internet and internet platforms are very relevant.	E-commerce will increase its impact on children's wear even further; Parents often time-poor and cannot make time for shopping in physical shops; internet retail ensures a value offer appreciated by stressed parents; Swedish have no barriers to buy online. Networking and exchanging tips online via blogs is very common; developing country exporters must meet expectations as parents will use the internet to share the information with others.
Eastern Europe (e.g. Poland)	2014: birth rate declined. Women have lees children, they give birth later in life with a more stable financial situation.	Children's wear in Poland growing as a result of the ongoing trend for and increase spending on these; same trend is starting to form in Romania as well; demand to increase as interest in children's appearance growth as well as advertising and peer group pressure.

Tips:

- Focus on Nordic countries and the United Kingdom as the most interesting markets. Denmark is often the bridge to the other Scandinavian/Nordic countries, which makes it a good starting point.
- Explore serving Eastern European countries as the most potential final markets for your future growth in the Europe.
- Apply the highest levels of corporate social responsibility (CSR) and quality of materials and finishing possible, as Nordic countries and the United Kingdom have high standards in these matters, especially in children's wear.
- When addressing the Nordic market, make sure you give a good first professional impression, as Nordic consumers are very technology-savvy and make good use of social media. Social media platforms can make or break your reputation.
- When looking at Nordic countries, such as Norway, explore the sub-segments of outerwear, such as jackets and woollen items which provide protection against the harsh winter.
- Explore Eastern European markets, which, notwithstanding the decrease in birth rate, are growing due to more budget for children's wear.

Most important developments: Market drivers for children's wear in Europe

Higher quality demand drives European consumers to higher segments

- European customers are becoming more quality-conscious and many medium- to high-end products (including children's wear) have seen sales increases.
- The high-end segment will stay popular among the 'rich and famous'.
- With the rise of luxury brands, a new niche has been created to design mini-adult collections ("mini-me"). All high-end luxury brands now offer collections for kids. The segment directly below the luxury, the upper-middle segment, is growing, with new brands announced each season. Quality and comfort are important but the key drivers are fashion- and style elements. Therefore, we see a lot of high-street fashion influences translated into mini-adult collections.
- Polarisation of the market: Together with the growing interest for better quality and luxury fashion for children, the role of super and hyper-markets and private labels is becoming increasingly relevant in the market, leading to polarisation. Indeed, the middle segment is losing relative importance to the other two.

Organic clothing becomes increasingly important

- It is expected that European parents will increasingly consider it important to buy organic clothes, especially those who can afford the middle-high segment prices.
- Large retail chains (especially H&M and Zara) are trendsetters in organic clothing for children.

- Smaller designers and retailers are following.

Baby-boomer grandparents

Baby-boomer grandparents with more disposable income at their fingertips than at any point in history are often buying clothes for their grandchildren as presents.

Special occasion and traditional clothes will always be popular

- Young girls are expected to wear dresses or skirts on special occasions.
- Classic clothes that are seasonless in neutral colours are very popular.

"Mini-me" and kids as "accessories"

These days, children in Europe are "the new accessory". Big brands focus on millennials while they use children's wear to strengthen their brand power offering miniatures of adult clothes.

Online and e-commerce

Online shopping and e-commerce is becoming very popular among European parents, who are usually both very busy and tech-savvy. E-commerce gives them the possibility to escape going to busy shopping streets during weekends with their kids.

Tips:

- Try to work for the design houses by designing a special item, a whole collection or an entire outfit for e.g. girls that stands out in terms of design and quality.
- If you are active in adult clothing, extend your collection to include children's wear (where possible), not only this will generate some economies of scale, but it will also appeal to young couple with children by creating a "mini-me" effect. When doing this, make sure the material you are using for children's wear are natural and easy to wash and treat.
- Explore online shopping and e-commerce. Among the most complete online shopping platforms for children's wear for Europe are the following examples:
- http://www.kleertjes.com/
- http://babyccinokids.com/shop/
- http://littlepieces.eu/
- http://babyccinokids.com/shop/
- Explore the possibility to serve a special niche to escape market saturation, such as the special occasion niche will always have potential, because they are seasonless and timeless.
- Look at the collections of the popular brands to get ideas on what is popular in Europe. Popular brands are for example: IKKS, Desigual, Stella McCartney Kids, Petit Bateau, Kenzo Kids, Jottum, Junior Gaultier, Boss, Burberry, Chloe, The Little White Company, Dolce & Gabbana, Fendi, Scotch Shrunk, Kiddy's Class, Zara Kids (Inditex group), H&M, Mayoral.
- Offer quality organic products for affordable prices for the middle segment or a special collection for the upper-middle segment.
- Focus on quality of materials ease in wearing, treating and washing as these are essential features for children's clothes, especially for busy parents.
- Make sure your product is made CSR-compliant (the whole process) and communicate about that.
- If you are already supplying for adult clothing, consider adding children's wear as a continuation and add-on of and to a regular adult collection. In this case you can adjust the style of adult cloths for the "mini-versions". When doing this, be still aware of the need for easy to wear and wash cloths for children.

What requirements should children's wear comply with in order to be allowed onto the European market?

Legal requirements

When exporting to Europe, you need to take into account various requirements regarding labelling, dangerous substances, product safety and liability. Products that fail to meet the legal requirements are not allowed on the European market.

- The General Product Safety Directive applies to all consumer products marketed in Europe. The purpose of the legislation is to ensure consumer safety.

- REACH is the European chemical legislation.
- Dangerous substances: the European Union has restricted the use of several chemicals in textile products because they pose a health risk for consumers. In textile products in contact with the skin flame retardants are restricted. Often used flame retardants are Tris (2,3 dibromopropyl) phosphate (TRIS), Tris(aziridinyl)phosphineoxide (TEPA) and Polybromobiphenyles (PBB). Azo dyes are often used in the dyeing process for textile products. Certain azo dyes are carcinogenic and illegal for use in consumer products in Europe.
- Europe has harmonised legislation regarding the names, composition and labelling of textile products. A textile product composed of two or more components which have different compositions must bear a label stating the fibre content of each component. Where two or more textile products have the same composition and form a single unit, they need bear only one label. For each European country the labels should be in the local language.
- European legislation: Liability for defective products: If you are an exporter of consumer products, food or similar products, you are strongly recommended to ensure that your products are safe to avoid product liability claims against defective products.
- In theory, it is your European buyer that can be held responsible for damage caused by defects in your products. However, the buyer can pass on a claim to the exporter, which means that European legislation on product liability is also of relevance to developing country exporters (Directive 85/374/EC)

Labelling

In order to ensure that consumers are given accurate information on the fibre composition of the products they are buying, Europe has harmonised legislation regarding the names, composition, and labelling of textile products.

Product safety and liability

Products placed on the European market should be safe when used as intended. Europe has regulated product safety in the General Product Safety Directive (GSPD), which applies to all consumer products marketed in Europe.

The Directive on liability for defective products provides that companies placing products on the European market can be held responsible for damage caused by defective products.
In principle, your European buyer can be held responsible for damage caused by defects to your products. Buyers may nevertheless pass any claims along to suppliers.

If you export clothing intended for children up to age 14, you must ensure that your products comply with the European standard on the safety of children's clothing. Although the standard is voluntary, all European member states refer to the standard in their national legislation. As a result, children's clothing that does not comply with the safety requirements is often withdrawn from the European market.

Tips:

- See the European Export Helpdesk, for a full list of legal requirements applicable to your product.
- Most buyers will require proof of compliance with legal requirements from Developing Country exporters. You can read more about the General Product Safety Directive in the European Export Helpdesk.
- Make sure your products are free from any restricted substances, such as the mentioned azo dyes. Find out more about the restricted chemicals in textile products in the European Export Helpdesk.
- Follow any new developments in the field of flame retardants, as new alternatives are being developed. You can do so, for instance, through the European Flame Retardants Association (EFRA).
- You can read more about textile labelling rules in the European Export Helpdesk. Make sure your product labels meet the European requirements. You are advised to follow ISO 3758: 2012 on using symbols on care labelling for textiles.

Non-legislative requirements

- The Business Social Compliance Initiative (BSCI) is an auditing system for monitoring the social performance of suppliers. It was developed by European retailers in order to improve social conditions in sourcing countries.
- GOTS is a textile processing standard for organic fibres. This quality mark can be obtained when the producer complies with standards of social responsibility and the product contains a minimum of 70% organic fibres.
- The Oeko-Tex Standard is the world's leading eco-label for testing textiles for harmful substances. It consists of three certifications, which address the effects of textile production processes on humans and the environment, as well as the effects of the textiles themselves (including the chemicals) on the health and well-being of consumers.
- The European Ecolabel is a voluntary label for products and services with reduced environmental impact. It is awarded only to products with the lowest environmental impact in a particular product range.

Tips:

- Consider adhering to the BSCI Code of Conduct. You can use the tool on the BSCI website to perform a self-assessment on your company.
- Try to meet the criteria for GOTS, Oeko-Tex and/or European Ecolabel certification in order to appeal to the rapidly growing organic product niche.
- Read more about voluntary standards, including fair production, in the ITC Standards map database.

What competition do I face on the European children's wear market?

Market entry

The performance of the children's wear market has been considerably more resilient than that of both the women's and men's wear markets during the difficult economic climate. The product is a necessity and is something that must be bought on a regular basis due to child growth. Low market-entry barriers result in possible new competitors entering the market. Low switching costs for consumers leave the door open for changing products or stores.

Company/product competition

Degree of rivalry: moderate to high

Difficult economic conditions have contributed to a decline in the market, further intensifying rivalry. Low switching costs and a large number of players contribute to a moderate degree of rivalry.
The European children's wear market is becoming more concentrated, with supermarkets, hypermarkets, and clothing chains increasing their market share.
Some retailers in this market have a diversified offer, but many players retain a strong emphasis on children's wear, which intensifies rivalry, as they are very reliant on this market. In the children's wear market, a shift is taking place to medium and high-end products, because of the demand of consumers for quality products. This may increase rivalry as players attempt to trade up.

Supplier power

High levels of competition among suppliers act to reduce prices to producers. This can be a negative point from the developing country supplier perspective.
There are a large number of suppliers from developing countries, such as China that possesses a large share of the export market.
Multiple distribution channels result in less bargaining power to individual distributors.
For many independent retailers some of the brands supplying them are also their competitors.

Buyer power: Moderate to high

The wide variety of potential customers, coupled with factors such as negligible switching costs and the position of retailers at the end of the value chain, results in a moderate degree of buyer power in the market.

New entrants: Moderate to high

Entry to the children's wear market is possible on a small scale and capital requirements are low enough for individuals to enter. Easy access to suppliers and distribution networks further encourage new entrants.
Brand power is less important in children's wear than in adult apparel, which also increases the likelihood of new entrants. However, the economic situation may discourage new entrants.

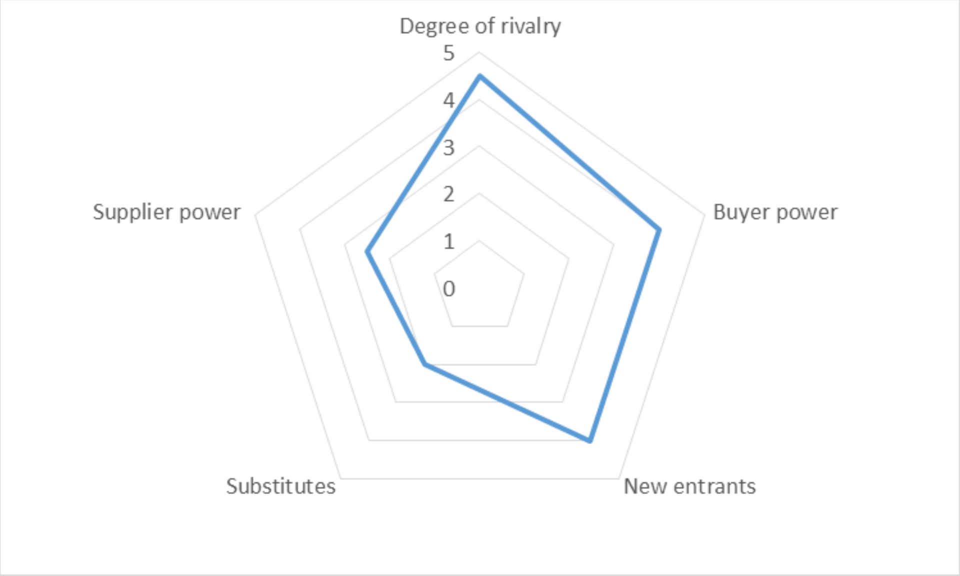
Substitutes: Weak

Substitutes for the children's wear market include buying directly from manufacturers, which is facilitated by the growth of online sales. Homemade and custom-made (couture) clothing are also niche alternatives to the retail of ready-to-wear clothes, as well as second hand clothes.

Supplier power: Weak to moderate

Suppliers experience a weak to moderate degree of power as favourable factors such as a lack of substitute inputs play against low switching costs for retailers. As international trade liberalises, supplier power in the global market decreases through competition from manufacturers in low-wage regions. Switching costs for retailers are not very high. Suppliers could be weakened by their lack of diversity, which makes the market important to their business.

Figure 4: Competitive forces in the European market for children's wear



Tips:

- Create diversity in your collections.
- Use natural and new materials to give you a competitive hedge on other exporters.
- Create complete lines and consider creating matching adult's and children's wear to create economies of scale and creating more choices for the buyers.

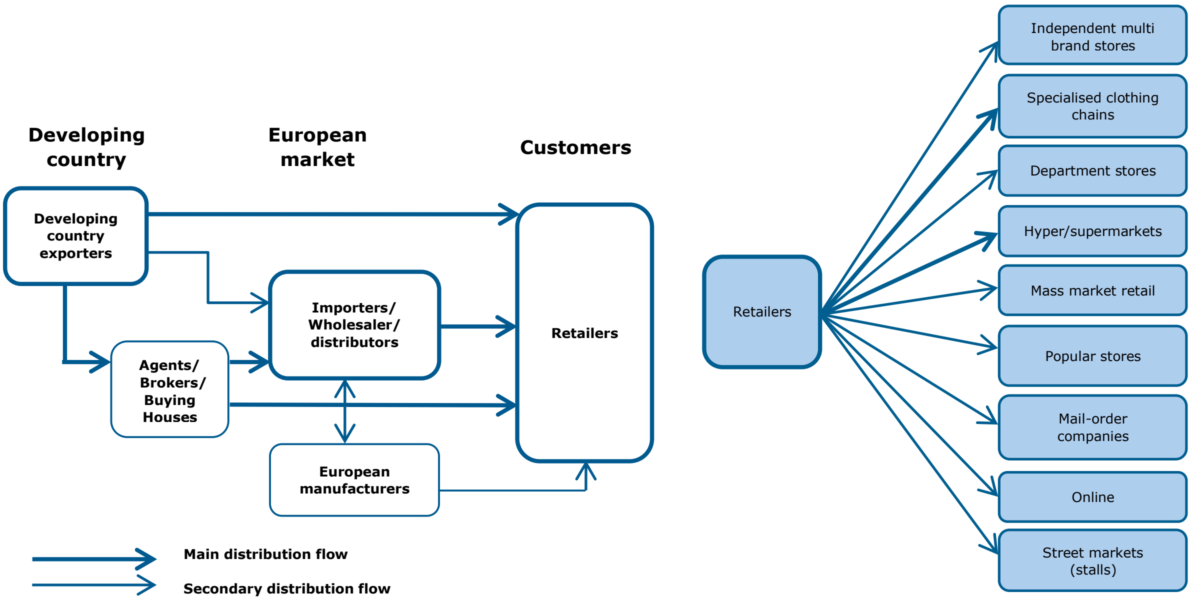
For more insights on market competiveness and considerations for actions, see the CBI Competitiveness Apparel.

What do the trade channels and interesting market segments look like in Europe for children's wear?

Children's wear in Europe has become increasingly polarised, pushing the market in opposite directions. Whereas cautious spending by consumers has provided a boost for the low and middle-low segment, intense competition at the value end and tight margins have made this segment less attractive.

The European market for children's wear is becoming increasingly concentrated, with supermarkets, hypermarkets and clothing chains increasing their market share at the expense of the independents. The bulk buying power of supermarkets and hypermarkets is allowing them to capture an increasing share of the market that requires more budget items. This trend can also be partially attributed to the increase in retail tactics that allow consumers to regard supermarkets as a source of clothing, whereas they had previously been largely synonymous with food. Part of this success is due to the reduced brand awareness/importance within this market.

Figure 5: European market channels for children's wear from developing countries



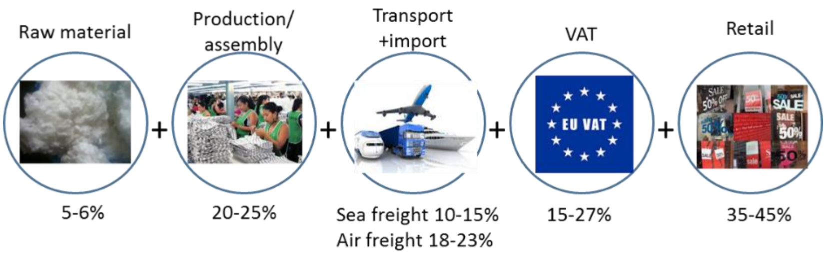
In Europe companies tend to focus on design, branding, marketing, and distribution, with little or no in-house production left. This well represents larger companies, but also represents a large number of smaller companies. On the highly competitive European market, companies are also looking for a competitive edge, which enables them to differentiate themselves from others. Co-creation and new ideas from partners are usually welcome.

Apparel exporters can work directly with retailers, although this might be difficult for a new exporter from a developing country. Working with importers, either wholesalers or manufacturers limits the margin since they retain a mark-up of 1,4-1,7. Working with agents in Europe is also possible and might simplify the search for leads for a new player in the European market. The agent will work with other intermediary, such as importers, distributors and wholesalers or directly with retailers. An agent's fee should not exceed the 10%.

What are the end market prices for children's wear in Europe?

Prices of clothing products generally are constructed in the same way across Europe. After the margins are added in the value chain and including taxation, it can be estimated that the raw material cost is 5-6% of the product's selling price.

Figure 6: Price composition in children's wear



General retail mark ups for the European union are at least 300%.

Figure 7: Price segments for children's wear in Europe

	Product criteria	Brand names	Fashion criteria
High price luxury segment ***Market share 5%***	Limited collections, made with special care; sometimes hand-made, high-quality materials Designer / brand name stands for exclusivity and fashionable clothes	Burberry, Baby Dior, Ralph Lauren, Stella McCartney Kids, Gucci Kids, Fendi Kids, Dolce & Gabbana, Blossom.	Highly fashionable collections Exclusively designed materials and artworks Trendsetting in fashion

Upper middle price segment ***Market share 30%***	Collections are produced after pre-sale; extra attention to fitting and accessories Branded products, good quality materials, broad range of designs	Mosdtrom, Baby & Taylor, Oeuf, Petit Bateau, Bonpoint, Cacharel, Catimini	Large variety of styles and materials Styles and fitting are vitally important Product in line with the latest fashion trends
Middle price segment ***Market share 40%***	Collections are produced after pre-sale; good to medium quality materials Trend-following or classical assortment; branded products	IC Companies: Inwear, Matinique, Jackpot, Part Two, Indiska, Gina tricot Derhy kids, Jacadi, Elle girl, IKKS, Benetton kids, Desigual, Marks & Spencer.	Good fitting is important Recognizable by brand name, visible on outside
Low to middle price segment (including discount segment) ***Market share 25%***	Produced in larger quantities to lower the price; basic styles, less changes to patterns, basic fitting Medium quality materials, lower fashionable	H&M Vero Moda, Only, Jack& Jones, Carrefour, Auchan, Tesco.	Collections that reflect the current fashions Lower fashionable, close to trends

Disclaimer: Company and brand names have been included as examples only and do not necessarily give a complete overview.

In terms of potential growth, the middle segment is frozen. The low-end segment – budget or mass retail - is forecasted to continue to grow at the expense of the middle segment. The high end will continue to be stable, as there will be no major changes in the consumer groups it serves, and presents interesting opportunities for exporters from developing countries. Notwithstanding the continuous growth of the low segment, margins in this segment are incredibly low and competition is fierce.

Tip:

- Trade up to a higher segment with a good quality product, therewith avoiding the lower segments of price-fighters. The middle price and upper price segment have most potential for developing country exporters, as the lower segment is overcrowded and margins are very low.

Useful sources

- EFTA: European Fair Trade Association
- EURATEX: European Apparel and Textile Confederation
- ICC: International Chamber of Commerce
- WFTO: World Fair Trade Organization

Trade fairs

Visiting, and especially participating in, trade fairs is highly recommended as one of the most efficient methods for testing market receptivity, obtaining market information and finding prospective business partners. Trade fairs are still the most important way to meet new clients on the European apparel market. The most relevant trade fairs in Europe for children's wear exporters are:

Ciff - copenhagen international fashion fair: fashion footwear, children's wear, men's wear, women's wear, shoes
Kind + Jugend Cologne (Germany): International trade fair of equipment for children, toddlers and babies
For Babies Prague: Fair for baby products
FIMI: International Children's Fashion Show, Valencia
KIDS' TIME: Clothes and Accessories for Mother and Child, Kielce Poland

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Annex I: Classification of children’s wear

Harmonised System (HS)

Within Europe, the following HS codes from chapter 61 and 62 are used for trade in children’s wear:

611010 Sweaters, Pullovers, Sweatshirts, Waistcoats (Vests),Knitted or Crocheted, of Wool
611020 Sweaters, Pullovers, Sweatshirts, Waistcoats (Vests), Knitted or Crocheted, of Cotton
611030 Sweaters, Pullovers, Sweatshirts, Waistcoats (Vests), Knitted or Crocheted, of Manmade Fibers
611090 Sweaters, Pullovers, Sweatshirts, Waistcoats (Vests), Knitted or Crocheted, of Other Textile
610910 T-shirts , Singlets, Other Vests, Knitted or Crocheted, of Cotton
610990 T-shirts, Singlets, and Other Vests, of Other Textile Materials
610210 Women 's or Girls' Overcoats, Car-coats, of Wool, Knitted or Crocheted610220 Women's or Girls' Overcoats, Car-coats, of Cotton , Knitted or Crocheted
610230 Women 's or Girls' Over Coats, of Man-made Fibres, Knitted or Crocheted
610290 Women 's Overcoats of Other Textile Materials, Knitted or Crocheted
610311 Men 's or Boys' Suits of Wool or Fine Animal Hair, Knitted or Crocheted
610312 Men 's or Boys' Suits of Synthetic Fibres, Knitted or Crocheted
610319 Men 's or Boys' Suits of Other Textile Materials, Knitted or Crocheted
610321 Men 's Boys' Ensembles of Wool, Knitted or Crocheted
610322 Men 's or Boys' Ensembles of Cotton , Knitted or Crocheted
610323 Men 's or Boys' Ensembles of Cotton, Knitted or Crocheted
610329 Men 's or Boys' Ensembles of Other Textile Materials, Knitted or Crocheted
610331 Men 's or Boys' Jackets, Blazers, of Wool, Knitted or Crocheted
610332 Men 's or Boys' Jackets, Blazers, of Cotton, Knitted or Crocheted
610333 Men 's or Boys' Jackets, Blazers, of Synthetic Fibres, Knitted or Crocheted
610339 Men 's or Boys' Jackets, Blazers, of Other Textile Materials
610341 Men 's or Boys' Trousers, Breeches, Overalls, of Wool, Knitted or Crocheted
610342 Men 's or Boys' Trousers, Overalls, Breeches, of Cotton, Knitted or Crocheted
610343 Men 's or Boys' Trousers, Overalls, Breeches, of Synthetic Fibres
610349 Men 's Trousers, Breeches, of Other Textile Materials, Knitted or Crocheted
610811 Women 's Slips, Petticoats, of Man-made Fibres, Knitted or Crocheted
610819 Women 's or Girls' Slips, Petticoats, of Other Textile Materials
610821 Women 's or Girls' Briefs, Panties, Knitted or Crocheted
610822 Women 's Briefs, Panties, of Man-made Fibres, Knitted or Crocheted
610829 Women 's Briefs, Panties, of Other Textile Materials, Knitted or Crocheted
610831 Women 's or Girls' Nightdresses, Pyjamas, of Cotton , Knitted or Crocheted
610832 Women 's Nightdresses, Pyjamas, of Man-made Fibres, Knitted or Crocheted
610839 Women 's or Girls' Nightdresses, Pyjamas, of Other Textile Materials
610891 Women 's or Girls' Negligees, Bathrobes, of Cotton, Knitted or Crocheted
610892 Women 's Negligees, Bathrobes, of Manmade Fibres, Knitted or Crocheted610899 Women's or Girls' Negligees, Bathrobes, of Other Textile Materials
610110 Men 's or Boys' Overcoats, Car-coats, of Wool, Knitted or Crocheted
610120 Men 's Boys' Overcoats, Car-coats, of Cotton , Knitted or Crocheted
610130 Men 's or Boys' Overcoats, of Man-made Fibres, Knitted or Crocheted
610190 Men 's or Boys' Overcoats, of Other Textile Materials, Knitted or Crocheted
611211 Track Suits of Cotton, Knitted or Crocheted
611212 Track Suits of Cotton, Knitted or Crocheted
611219 Track Suits of Other Textile Materials, Knitted or Crocheted
611220 ski Suits, knitted Or Crocheted
611231 Men 's or Boys' Swimwear, of Synthetic Fibres, Knitted or Crocheted
611239 Men 's or Boys' Swimwear, of Other Textile Materials, Knitted or Crocheted
611241 Women 's or Girls' Swimwear, of Synthetic Fibres, Knitted or Crocheted
611249 Women 's Swimwear, of Other Textile Materials, Knitted or Crocheted Swimwear
611110 Babies ' Garments and Accessories, of Wool, Knitted or Crocheted
611120 Babies ' Garments and Accessories, of Cotton, Knitted or Crocheted
611130 Babies ' Garments and Accessories, of Synthetic Fibres
611190 Babies ' Garments and Accessories, of Other Textile Materials
620111 Men 's or Boys' Overcoats, Raincoats, Car-coats, Capes, of Wool
620112 Men 's or Boys' Overcoats, Raincoats, Car-coats, Capes, Cloaks, of Cotton
620113 Men 's or Boys' Overcoats, Raincoats, Car-coats, Capes, of Man-made Fibres
620119 Men 's or Boys' Overcoats, Raincoats, Car-coats, of Other Textile Materials
620191 Men 's or Boys' Anoraks, Wind-cheaters, Wind-jackets, of Wool

620192 Men 's or Boys' Anoraks, Wind-cheaters, Wind-jackets, of Cotton
620193 Men 's or Boys' Anoraks, Wind-cheaters, Wind-jackets, of Man-made Fibres
620211 Women 's or Girls' Overcoats, Car-coats, Capes, Cloaks, of Wool
620212 Women 's or Girls' Overcoats, Car-coats, Capes; Cloaks, of Cotton
620213 Women 's or Girls' Overcoats, Car-coats, Capes, Cloaks of Man-made Fibres
620219 Women 's Overcoats, Car-coats, Capes, Cloaks, of Other Textile Materials
620291 Women 's or Girls' Anoraks, Wind-cheaters, Wind-jackets of Wool
620292 Women 's or Girls' Anoraks, Wind-cheaters, Wind-jackets of Cotton
620293 Women 's or Girls' Anoraks, Wind-cheaters, Wind-jackets of Man-made Fibres
620311 Men 's or Boys' Suits, of Wool or Fine Animal Hair
620312 Men 's or Boys' Suits, of Synthetic Fibres
620319 Men 's or Boys' Suits, of Other Textile Materials
620321 Men 's or Boys' Ensembles, of Wool or Fine Animal Hair
620322 Men 's or Boys' Ensembles, of Cotton
620323 Men 's or Boys' Ensembles, of Synthetic Fibres
620329 Men 's or Boys' Ensembles, of Other Textile Materials
620331 Men 's or Boys' Jackets, Blazers, of Wool or Fine Animal Hair
620332 Men 's or Boys' Jackets, Blazers, of Cotton
620333 Men 's or Boys' Jackets, Blazers, of Synthetic Fibres
620339 Men 's or Boys' Jackets, Blazers, of Other Textile Materials
620341 Men 's or Boys' Trousers, Overalls, Breeches, of Wool or Fine Animal Hair
620342 Men 's or Boys' Trousers, Overalls, Breeches, of Cotton
620343 Men 's or Boys' Trousers, Overalls, Breeches, of Synthetic Fibres
620349 Men 's or Boys' Trousers, Overalls, Breeches, of Other Textile Materials
620411 Women 's or Girls' Suits, of Wool or Fine Animal Hair
620412 Women 's or Girls' Suits, of Cotton
620413 Women 's or Girls' Suits, of Synthetic Fibres
620419 Women 's or Girls' Suits, of Other Textile Materials
620421 Women 's or Girls' Ensembles, of Wool or Fine Animal Hair
620422 Women 's or Girls' Ensembles, of Cotton
620423 Women 's or Girls' Ensembles, of Synthetic Fibres
620429 Women 's or Girls' Ensembles, of Other Textile Materials
620431 Women 's or Girls' Jackets, of Wool or Fine Animal Hair
620432 Women 's or Girls' Jackets, of Cotton
620433 Women 's or Girls' Jackets, of Synthetic Fibres
620439 Women 's or Girls' Jackets, of Other Textile Materials
620441 Women 's or Girls' Dresses, of Wool or Fine Animal Hair
620442 Women 's or Girls' Dresses, of Cotton
620443 Women 's or Girls' Dresses, of Synthetic Fibres
620444 Women 's or Girls' Dresses, of Artificial Fibres
620449 Women 's or Girls' Dresses, of Other Textile Materials
620451 Women 's or Girls' Skirts, Divided Skirts, of Wool or Fine Animal Hair620452 Women's or Girls' Skirts, Divided Skirts, of Cotton
620453 Women 's or Girls' Skirts, Divided Skirts, of Synthetic Fibres
620459 Women 's or Girls' Skirts, Divided Skirts, of Other Textile Materials
620461 Women 's or Girls' Trousers, Breeches, of Wool or Fine Animal Hair
620462 Women 's or Girls' Trousers, Breeches, of Cotton
620463 Women 's or Girls' Trousers, Breeches, of Synthetic Fibres
620469 Women 's or Girls' Trousers, Breeches, of Other Textile Materials
620510 Men 's or Boys' Shirts, of Wool or Fine Animal Hair
620520 Men 's or Boys' Shirts, of Cotton
620530 Men 's or Boys' Shirts, of Man-made Fibres
620590 Men 's or Boys' Shirts, of Other Textile Materials
620610 Women 's or Girls' Blouses, Shirts, Shirt-blouses, of Silk or ilk Waste
620620 Women 's or Girls' Blouses, Shirts, of Wool or Fine Animal Hair
620630 Women 's or Girls' Blouses, Shirts, of Cotton
620640 Women 's or Girls' Blouses, Shirts, of Man-made Fibres
620690 Women 's or Girls' Blouses, Shirts, of Other Textile Materials