

SizeWorld CHINA: Unveiling Evolving Body Shapes and Consumer Insights in the Chinese Market

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Abstract

In a rapidly evolving landscape, understanding changing body dimensions and consumer preferences is paramount for manufacturers. SizeWorld CHINA, a collaborative effort between Avalution Germany, Human Solutions Germany, Humanetics China, and external partners, embarked on an extensive survey across six regions of China. This study aimed to capture and document the dynamic shifts in body measurements among men, women, and children aged 6 to 65+.

Through anthropometric measurements using state-of-the-art 3D body scanning technology and sociodemographic questioning, SizeWorld CHINA not only reveals significant insights into evolving body shapes but also unveils valuable consumer trends and preferences. These insights have far-reaching implications for different industries, for example necessitating the adaptation of size tables and design to cater to the current diversity of body sizes.

The results of the SizeWorld CHINA study will be made accessible through the iSize web portal, offering participating companies access to up-to-date body measurement data and analysis tools for targeted design and production. Join us for a concise overview of the study's key events and its impact and significance on the industry in general..