

level of competitiveness, the Chinese Academy of Social Sciences regularly conducts a national study of the competitiveness of regions in mainland China. At the same time, the analysis is carried out in the following areas: intellectual capital and innovation, innovative development of cities, large regional cities - centers of clusters, healthcare and public safety of PRC cities, transport and urban planning, sustainable development and urban environment, culture and quality of life, economic growth of cities, cost of living, ease of doing business.

#### REFERENCE

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## **ANALYSIS AND FORECAST OF THE LONG TERM TREND OF CHINA'S REAL ESTATE ECONOMY**

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The fluctuation in the real estate market not only involves all levels of society and attracts great concerns from the academic circles, policy makers, economic and financial institutions, but also affects the economy and makes the decision-makers feel anxious. China now is in the process of economic growth and urbanization, the real estate market develops very fast and plays a significant role in the national economic development, so having a good knowledge of the interaction between the real estate market and the macro-economy is of great theoretical and practical importance.

It is generally recognized that, both China and the Western countries take price stabilization as the main goal of monetary policy, but fail to avoid asset price bubbles at the same time. The assets price is not only regarded as the information interference source, but also serves as the information shock transmission channel. The housing as collateral for loans has a considerable effect on the value of other financial collaterals. Therefore, it is important to analyze the effect of the monetary policy on the asset price, especially on the real estate [1].

The real estate market crisis may exert a great influence on the economy, and the housing price crash is a decisive event to many financial crises, so the policy maker shall pay attention to the effect of the real estate market boom and bust on the fluctuations in economic operation. Although the monetary policy affects the housing price significantly, because it is difficult for the Central Bank to identify the real estate bubbles. He suggests that the housing prices for the monetary policy should be limited to their forecast results of inflation and employment. The aim of the research is to predict the cost of housing in

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

#### REFERENCES

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## 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