

Impact of COVID-19 on World Silk Industry and Consumer Market Trends

The COVID-19 has been fierce since early 2020, like most industries, the world silk industry and consumer market have been severely hit. And the epidemic has also accelerated the arrival of the “House Times” and “Cloud Times”, the marketing channels and consumption patterns is changing. In order to fully understand the impact of COVID-19 on the world silk industry and consumer market, study the future trends of the silk industry and consumption, and provide suggestions and references for companies to respond the changes, International Silk Union launched this research, hope you can provide relevant data and publish suggestions, and please kindly return the questionnaire before March 14, 2020.

Name

Company

Position

I. Impact of COVID-19 on the World Silk Industry

1. What is your identity 【Single choice】

Silk company or company representative

Scientific research institution or industry expert

Association organization or industry media

Government or management department

2. In response to the COVID-19, what support has your country and city provided for silk enterprises 【Multiple choice】

Tax preferential

Loan support

Cost subsidy (Reduction of rent, utilities, etc.)

Talent policy (Recruit staff, etc.)

Order support

Other

3. In response to the COVID-19, what measures do you think are the top priorities for silk enterprises 【Multiple choice】

Technological innovation
Product transformation
Cost optimization
Marketing
Fashion design
Other

4. In the future development of the silk industry, which of the following new technologies should actively absorb and adopt 【Multiple choice】

Industrial internet and smart manufacturing
Cloud computing and big data marketing
Blockchain and transparent factory
Silk biochemical technology
Alternative renewable fiber

5. What changes do you think the COVID-19 will bring to the world silk industry and consumer market?

What companies should do to resume production and increase sales?

What governments and industry associations should do to strengthen the safeguards and provide support?

What measures the companies should strengthen to response the epidemic?

Enterprises or units are required to fill in the following additional information.

II. Basic information of the enterprise or unit

1. Country

City

2. Business scope 【Multiple choice】

Sericulture
Reeling
Weaving, fabrics
Dyeing and printing
Finished products, including clothing, home textile, etc.
Scientific research or industry services
Other

3. Enterprise scale 【Single choice】	Less than 100 staff
	100-500 staff
	500-1000 staff
	More than 1000 staff
4. Annual operating income in 2019 (USD) 【Single choice】	Less than 3 million
	3-10 million
	10-20 million
	20-30 million
	More than 30 million
5. Enterprise' main distribution model 【Multiple choice】	Order processing
	Store management
	Network channel
	Brand management
	Other

III. Impact of COVID-19 on enterprises

1. Up to now, the situation of business start-up 【Single choice】	All started
	More than 80%
	More than 50%
	More than 30%
	Not started
2. Enterprise orders source or the major services regions 【Multiple choice】	United States
	Europe
	China
	India
	Japan and South Korea
	Southeast Asia
3. Enterprise's expected lose to lose production or operations in 2020 because of COVID-19 【Single choice】	Other
	No loss
	Less than 30%
	Loss 30%-50%
	More than 50%

4. Enterprise's current major difficulties 【 Multiple choice 】

Affected supply chain
Low employee return rate
Increased labor costs
Difficult capital turnover
Declining market demand
Product design innovation
Sales model innovation
Other

5. Enterprise's predict on the order volume in the first quarter of 2020 compared with the same period of the previous year 【 Single choice 】

Increase by more than 30%
Increase by 10% -30%
Increase by 0% -10%
Flat
Reduce by 0% -10%
Reduce by 10% -30%
Reduce by more than 30%

6. Enterprise's predict on operating income in 2020 compared to the previous year 【 Single choice 】

Increase by more than 30%
Increase by 10% -30%
Increase by 0% -10%
Flat
Reduce by 0% -10%
Reduce by 10% -30%
Reduce by more than 30%

Survey unit : International Silk Union

Survey time : March 9-14, 2020

Please send your completed survey to isusecretariat@163.com