

Sportswear Retailing - China - October 2017

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“Sportswear retail sales are on the up, but are moving relatively slowly, competing as they do with other fashions, and the attention of consumers in a market limited by a significant number of people never or rarely getting involved in sports. To appeal to more people, sportswear brands must engage with more people at a grassroots level to raise sports participation.”

– **Matthew Crabbe, Director of Research**

This report looks at the following areas:

- **The Fickle Fate of Fashion**
- **A Sporting Life?**
- **Challenge me!**

This Report uncovers why the sportswear retail market has been struggling to grow more strongly, and how brands need to work harder to get more people to feel engaged and interested in sports and fitness. It explores what really drives consumers to have an interest in sports, and how the functional, fashionable and social aspects of sports all have a significant part to play in shaping different consumers' relationship with sports and fitness. The Report looks at which brands are those being most innovative in forging relationships with consumers through product innovation, store design and events aimed at encouraging sports participation. It considers which consumer groups are those with the most potential to sell to, what their interests in sportswear are now, and what interests them as potential purchases in the future. It also considers what might encourage more people to become sports participants, and therefore become more likely to buy sportswear in the future.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Recovery gaining traction
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