

Sports Participation - China - May 2018

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“The fast-growing sports participation market brings opportunities for not only the sports industry but also brands in other categories. Launching more varieties of sports activities and making sport more fun will attract a larger participant base, and sports data created by participants could work as positive feedback as well as sports motivations.”

– Yihe Huang, Research Analyst

This report looks at the following areas:

- **Make sports participation easy, fun and meaningful**
- **Everyone could be a sports data creator**
- **Transference: sports stars and brand images**

There are many grounds to believe China's sports participation market will see fast growth in the upcoming years. For the sports industry, making sports participation more fun will attract common participants, not only sports enthusiasts. Meanwhile, an increasing amount of data created by sports participants will encourage them to keep participating since participants can better understand their sports performance and health condition. The growth of sports participation also brings an opportunity for brands in other industries, since the trust in sports star endorsement helps brands to reach consumers and create a liaison of brand image.

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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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The Market – What You Need to Know

- A burgeoning market
- Big sports events drive attention, and settlement of broadcasting rights indicates a maturing spectator sports market
- Chinese consumers are witnessing more varieties of sports activities
- Smart features and e-sports empower attractiveness of sports

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- A rising focus on promoting sports industry
- 2018 a 'big year' for spectator sports
- Broadcasting rights are concentrated to several major players, but will sports short videos be more popular in the future?

Launch Activity and Innovation

- NFL is expected to make another attempt to enter China soon
- More running varieties to launch in China
- Sports stadiums being smarter
- Attracting new audience via e-sports

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- Badminton the most participated in sports type
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- Online sports programmes penetrating all age groups, while consumers embrace diverse usage of sports media
- Chat and eat while watching sports most often, nuts/seeds the most popular food companion
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