

## Sportswear Retailing - China - October 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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"A lack of interest in sports participation used to drag the sportswear market, but consumers' increased attention to adopting a healthy lifestyle is expected to bring the market continuous growth. Facing more fashion and retailers' brands entering the market, specialised brands need to reinforce their strength on functionality."

**- Yihe Huang, Research Analyst**

This report looks at the following areas:

- Sport is not a hobby, but a lifestyle
- Functionality is still the key to selling sportswear
- Role of physical store: connecting, instead of selling

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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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