

# Marketing to Outdoor Lovers – China – September 2019

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## This report looks at the following areas:

- Challenges in outdoor retail market and opportunities in renting services
- Difficulties in brand differentiation and insufficient marketing communication
- The pursuit of outdoor activities as a leisure experience drives fashion consciousness

The number of people who participated in outdoor activities rose from 170 million in 2017 to approximately 200 million in 2018, which accounts for around 14% of the total population. The total retail sales of outdoor products in China was RMB24.98 billion, with a year-on-year growth rate of only 2.10%.

It is essential for outdoor clothing and equipment brands to think about not only how to differentiate their products from general sports brands or even fast-fashion brands, but also how to engage consumers with more outdoor knowledge and good practices. High fashion-consciousness and readiness to rent outdoor gear instead of purchase among Chinese outdoor lovers are challenges but at the same time new opportunities for outdoor brands.

This Report looks at the different preferences and attitudes of outdoor lovers with different expertise needs and different participation frequencies to explore the challenges and opportunities in the emerging outdoor market. Analysis of outdoor lovers' brand perception, motivation to join outdoor activities and information channels are also included.



"The outdoor market in China is a new emerging market, although outdoor activities have been popular for years thanks to consumers' increasing incomes and willingness to participate. Outdoor lovers, especially when seeking professional guidance, find it difficult to make choices."

– Alan Xie, Associate Research Analyst

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## THE MARKET – WHAT YOU NEED TO KNOW

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