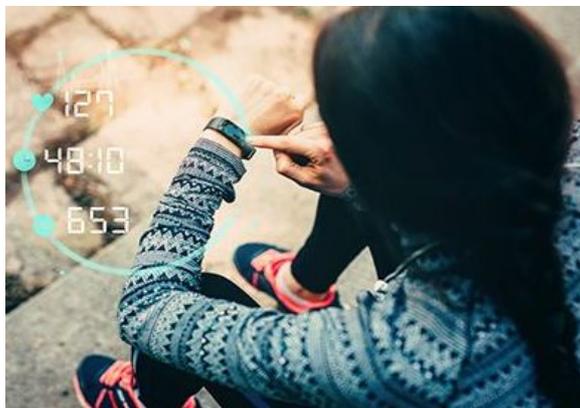


## Attitudes towards Fitness - China - May 2018

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

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"Participating in sports is no longer just for the development of physical strength, but also seen as a trendy lifestyle choice. Driven by fear of missing out, people are eager to splurge on sports gear and apparel, go to fitness centres and build home gyms."

**Alina Ma, Associate Director**

This report looks at the following areas:

- **Fitness should be an holistic, mindful experience**
- **The rising popularity of smart fitness**

The Chinese government has recognised the important role of sports in developing a more prosperous, proud and happy society and building a high profile in the international stage. As a result, health and fitness are placed at the top of the nation's priority list and Chinese people have become involved in fitness and sports participation more than ever. On the other hand, fitness activities are rising to be a popular leisure choice, as an increasing number of celebrities and influencers post their workout selfies on social media. The prevalence of the fitness trend not only benefits the sports gear, apparel and technology (eg wearables) industry but also drives the growth of the market of sports-related food (eg energy bars) and drinks (eg sports drinks, energy drinks).

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