

Athleisure Brands - China - March 2020

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

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“Athleisure has been popular for the past five years, and there is no sign of it falling out of favour.”
– **Summer Xia, Research Analyst**

This report looks at the following areas:

- Quick response to the outbreak of coronavirus
- How can luxury brands break ground in athleisure?
- Unlocking the full potential of KOLs in athleisure retailing

Although leading athleisure brands have seen an economic hit during the recent coronavirus outbreak, the negative impact is likely to be temporary as Chinese urbanites are getting more health-conscious and increasing demand for all-round sportswear. Facing the challenge from fashion brands and luxury brands in the athleisure market, sportswear brands remain very competitive in brand equity, product design, and professional athletic apparel. Sports brands are leading in meeting the consumer needs for comfort and good fit.

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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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Adidas

Lululemon

Under Armour

Li-Ning

Anta Sports Products

Semir

Uniqlo

Canada Goose

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