

Athleisure Brands – China – February 2021

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This report looks at the following areas:

- How has the COVID-19 outbreak impact the athleisure market?
- What kinds of factors are likely to trigger the consumptions?
- What products, brands and channels are favoured by consumers in purchasing athleisure products?



"Athleisure market in China keep growing along with the rising awareness of health and exercising after the outbreak. Consumers' demands for athleisure products are increasing from materials to designs and technology for correlating the needs in healthy lifestyle, identity and professionalism."

– Jocelyn Dong, Research Analyst

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