

Sports & Fitness Wear – China – 2022

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This report looks at the following areas:

- Consumers' spending preferences and the important functions they pay attention to when purchasing sportswear and shoes.
- Consideration factors consumers have for sportswear brands, both domestic and international.
- Brand activities to gain consumers' favours.
- Consumers' current and future sportswear brand preferences.

The support from national policies and popular world sports events, such as the World Cup and the Winter Olympics, have stimulated public interest in sports and fitness activities. China's coming out of the 'zero-COVID' policies has also fuelled people's enthusiasm to go outside and work out. Additionally, more and more consumers would like to incorporate exercise into their lifestyles as they recover from the pandemic.

Therefore, in addition to general sportswear, professional sports clothing and shoes, as well as specialised products for a specific sport (eg yoga, tennis), are also in great demand. However, product specialisation is just one aspect of increasing the competitiveness of a sportswear brand; leverage of multiple channels, especially brands' direct-to-consumer channels, together with brands' own content creation, could be another powerful tool to achieve better communication with consumers and win them over.



"Consumers increasingly prefer professional and specialised sportswear and shoes, even if they cost more. Basic functions and comfort of sportswear is still considered a priority, while consumers crave for more multi-functional products. Domestic sportswear brands have become Chinese consumers' favourites."

– Helen Ren, Research Analyst

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