

The Outdoor Consumer – China – 2023

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This report looks at the following areas:

- The development prospect of outdoor industry and market drivers
- Innovative new products and marketing campaigns that can be inspirational for outdoor brands and manufacturers
- The participation ratio and frequency of different types of outdoor activities among different consumer groups
- Barriers and concerns of outdoor activity participation among consumers and possible solutions
- Camping activities and services that can raise consumer interest
- Decode consumers' preferences in regards to outdoor brands/activities to look for business opportunities

Compared with the outdoors participation ratio in most developed country, the total participation proportion in China (28%) is relatively low, according to the Outdoor Industry Development Plan (2022–25). With supportive national policies from the Outdoor Industry Development Plan (2022–25), the outdoor market in China is expected to have a positive development prospect, stimulated by increasing number of outdoor sports facilities and the rising popularity of outdoor activities among the public.

Despite the removal of all COVID-19 restrictions, some consumers may still have the fear of exposure to the COVID-19 virus and getting re-infected in the short term. Over the long term, high requirements for equipment and skills are seen as the main barriers to crack.

Outdoor brands are advised to launch outdoor sports training courses for consumers and hold public welfare themed consumer engagement activities/events to promote outdoor lifestyles and culture. These strategies will not only help lower the outdoors participation barrier, and increase participation ratios and business values, but also raise brands' reputation among consumers.



“The outdoor industry is expected to have a positive development outlook, on the back of supportive national policies and increasing consumer participation enthusiasm. Specialist outdoor apparel brands are advised to develop multiple product lines to fulfil this consumer need.”

– **Shannon Liu, Senior Research Analyst**

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In order to stand out in the market, outdoor companies will need to digitise and add intelligence to their manufacturing plants, as well as supply, logistic, retail and operation systems, which is expected to help companies gain competitiveness with high productivity, high quality products and consumer experiences. Moreover, consumers indicate a greater preference for outdoor apparel that is casual, comfortable and fashionable to wear in daily life. Specialist outdoor brands can develop multiple product lines to fulfil this consumer need accordingly.



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