

Sports Among the Youth - China - 2023

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This report looks at the following areas:

- An overview of the current sports market – from current drivers and challenges to consumer and industrial trends as well as their implication to brands.
- Highlighting the innovative and successful strategies/practices in sports-related sectors, and the reasons behind these based on Mintel's observations and expert opinions.
- Tracking of consumers' participation rates and future interest in both mass and trendy sports in the last 12 months to detect opportunity areas.
- Investigation of the popularity of different sports events watched by consumers, and investigate the consumer profile, preferences, behaviour and interested sports-related activities of different types of sports fans.
- Decoding consumers' opinions about factors that can lead them to be fans of a sports brand and their attitudes towards sports and active lifestyles, to understand the business implications for brands.

The Chinese government released the 'National Fitness Plan (2021-2025)', which sets out plans to promote public fitness habits and encourage youth sports engagement. The total scale of the national sports industry is targeted to reach 5 trillion RMB by 2025. Chinese consumers have become more health-conscious and active in sports and outdoor activities since pandemic policies were relaxed in 2022, and are increasingly seeking to live healthy and active lifestyles.

Over the few past years, China has made significant progress in developing sports venues, but resources are not yet evenly distributed, and the types of venues, facilities and services available are mainly limited to conventional mass sports, which has become a major barrier to the long-term development of many trendy sports.

Young consumers' sports interests and needs are diversifying, and they are typically drawn to mass sports and trendy sports that are fun and social. As a



"In response to the growing consumer trend of more diverse sports interests and active lifestyles, brands are advised to develop tailored products that are both fashionable and functional, and that can cater to the broader needs of sports scenes."

– Shannon Liu, Senior Research Analyst

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result, commercial opportunities lie in these unmet needs in various emerging sports scenes. Brands should focus on addressing diverse new demands from different consumer segments, creating tailored products and services accordingly with high quality and upgraded experiences, as well as engaging consumers with integrated offline sports activities that can incorporate trendy, social and entertaining attributes.

Future opportunities are evident in specialized sports goods that cater to various segmented trendy sports such as biking or skiing, cybersports (enhanced by somatosensory and VR technologies). Opportunity also lies in capitalizing on enthusiastic sports fans such as females aged 30-39 and fans of affluent sports such as tennis, auto-racing and golf.



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APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
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