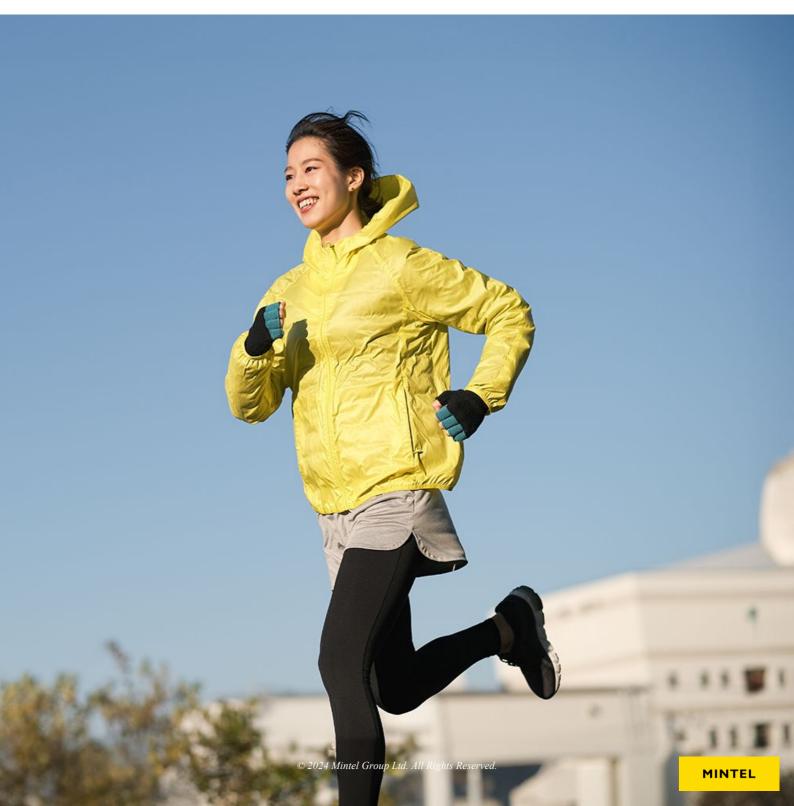
# **SPORTS AND LEISURE WEAR – CHINA – 2023**

The growth potential of sportswear lies in expanding its use in different scenarios and becoming a part of daily life. Brands should focus on enhancing fashion attributes while maintaining professional capabilities.





# Sports And Leisure Wear - China - 2023

# This report looks at the following areas:

- A market overview together with observations of creative marketing strategies and product innovation activities
- An overview of consumers' spending on various sports and leisure wear sectors
- Investigations into purchase choices, such as brands consumers purchased and their future interest, clothing style preference by sports types
- Decode consumers' ways to get inspiration for outfits
- Surveys on the purchase consideration factors and consumers' overall attitudes towards sports and leisure wear.



The growth potential of sportswear lies in expanding its use in different scenarios and becoming a part of daily life. Brands should focus on enhancing fashion attributes while maintaining professional capabilities.

## Overview

Good quality (66%) is the most important purchasing factor when people buy sports and leisure clothing, followed by cost-effectiveness (57%), demonstrating a strong desire for practicality. These findings underline the importance of providing professional, functional products as the backbone of brands' competitive edges in the sports and leisure wear market. On top of this, designs that increase fashionability will be a breakthrough in gaining favour from consumers.

Mass brands can create deep emotional connections with consumers through pioneering brand concepts. For instance, initiatives towards green practices can aid a brand in

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establishing enduring associations with consumers. Brands that choose to take the lead in promoting social responsibilities may appeal to consumers, such as assuming the role of long-term market education to promote niche sports and the spirit of sportsmanship.

Niche brands should take note that community marketing – starting from the core target group – can be the golden ticket to market penetration. However, it's essential not to neglect the importance of product competency in ensuring long-term success. This is often seen in emerging brands where potential consumers are drawn to the brand but do not make repeated purchases.

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# Report Content

#### **EXECUTIVE SUMMARY**

# **Key Issues Covered in This Report**

- Definitions
- Overview

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- Market Factors
- · Key Trends in Marketing Activities
- Product Innovation Trends

#### The Consumer

- Professional sneakers take the lead in gaining consumer expenditure, as demand surges notably among individuals aged
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#### **COMPANY AND BRANDS**

## Marketing activities

- Community marketing connects brands and consumers
- · Sports brands open up offline interaction space to connect with consumers
- Differentiate brand identity by dedicating to sustainability
- · Build emotional connections through inclusive brand concepts...
- · ... and insight into people's mental status
- · Marketing creativity should be localised

#### **Product innovation**

- · International sports brands collaborate with local designers
- Sports brands seeking cooperation with luxury brands to break the boundaries between sports and fashion
- · The future of product innovation is to explore new market segments and create differentiated product selling points
- Cycling wear may become the next 'hit' in sportswear...
- · ...by absorbing styles from high fashion
- Sports brands launch products that are suitable for all day...
- · ...professional sneakers with fashionable designs help consumers seamlessly switch scenarios
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# **ISSUES AND INSIGHTS**

# Brands need to develop fashionability on the basis of providing professional functions under the trend of scenarios blurring

- · Adaptability to multiple scenarios is the first stepping stone towards a winning strategy
- · Fashionability enables sports and leisure brands to thrive and expand
- · Balance between professionalism and fashion style is necessary

# Sports and Leisure Wear – China – 2023

- · Specifically, subdividing product series requires more fashion senses, such as trendy sports
  - Graph 36: Social media mentions of trendy sports on Xiaohongshu, 2022-23

# The moat of high-end sports brands lies in providing practical products that serve as spiritual symbols

- · High-end market is booming
- · Selling professionalism is the primary moat...
- · ...and providing spiritual symbols' meaning comes next

# Brands need to establish expert images in their segmented fields and invest in long-term market education to cultivate a sense of cultural identity

- · Market segmentation is on the rise...
- · ...requiring brands to develop an expert image in specialised areas
- Long-term market education is necessary

# APPENDIX - METHODOLOGY AND ABBREVIATIONS

Methodology

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