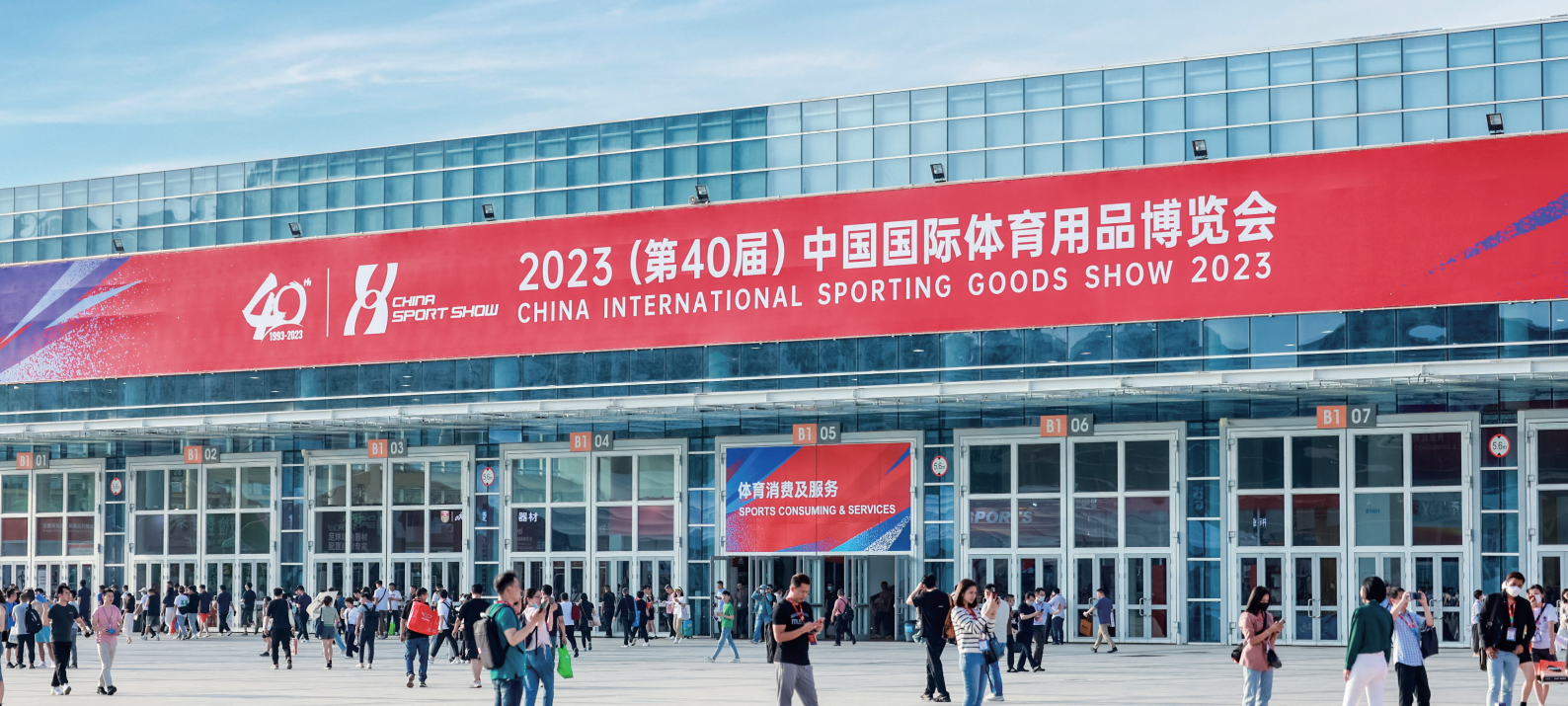




2023
May 26-29

EXHIBITION
REPORT

CHINA SPORT SHOW





Exhibition area

150,000+m²



Exhibitors

1,570



Visitors

117,405

OVERVIEW

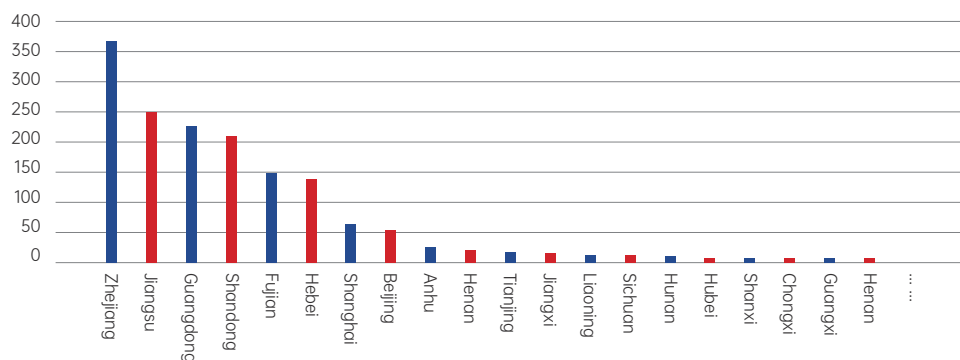
The 2023 (40th) China International Sporting Goods Show (hereinafter referred to as China Sport Show 2023) was held at the Xiamen International Conference and Exhibition Center. China Sport Show 2023 is composed of four themed exhibition zones, namely Fitness Zone, Sports Venue and Construction Zone, Sports Consuming and Services Zone, and Government & Sports Organization Zone. The exhibition area exceeds 150,000 square meters, with 1,570 exhibitors, attracting more than 110,000 professional visitors.



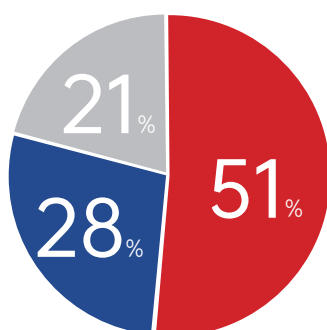


Regional Distribution of Exhibitors

Exhibitors distributed mainly in Zhejiang, Jiangsu, Guangdong, Shandong, Fujian, Hebei.

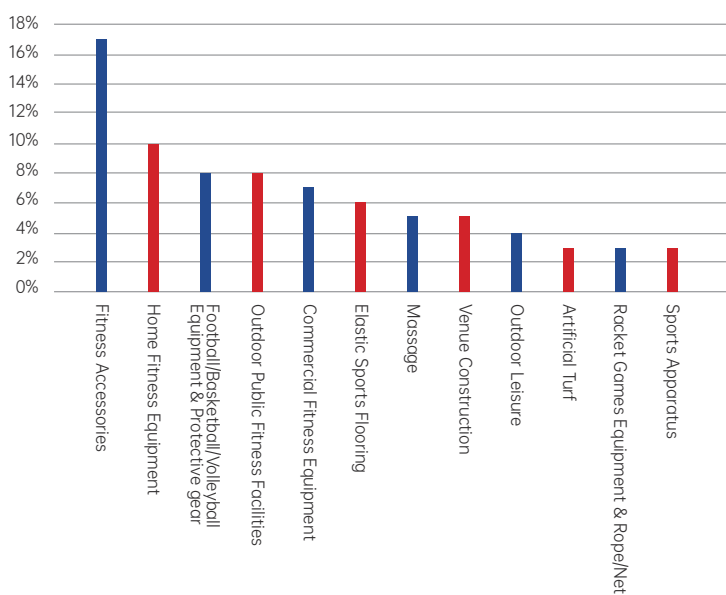


Product Categories of Exhibitors



- Fitness Equipment
- Sports Consuming & Services
- Sports Venue & Construction

Sub-categories of Exhibits



Home Fitness Zone

A total of 500 companies participated in the exhibition zone, showing a 60% increase compared to 2021. The exhibition area expanded by more than 20%, and new participated companies are 30% of the total.

Home Fitness has been a mainstream way of fitness, showing the trend of equipment intellectualized, content customized and setting pluralized.

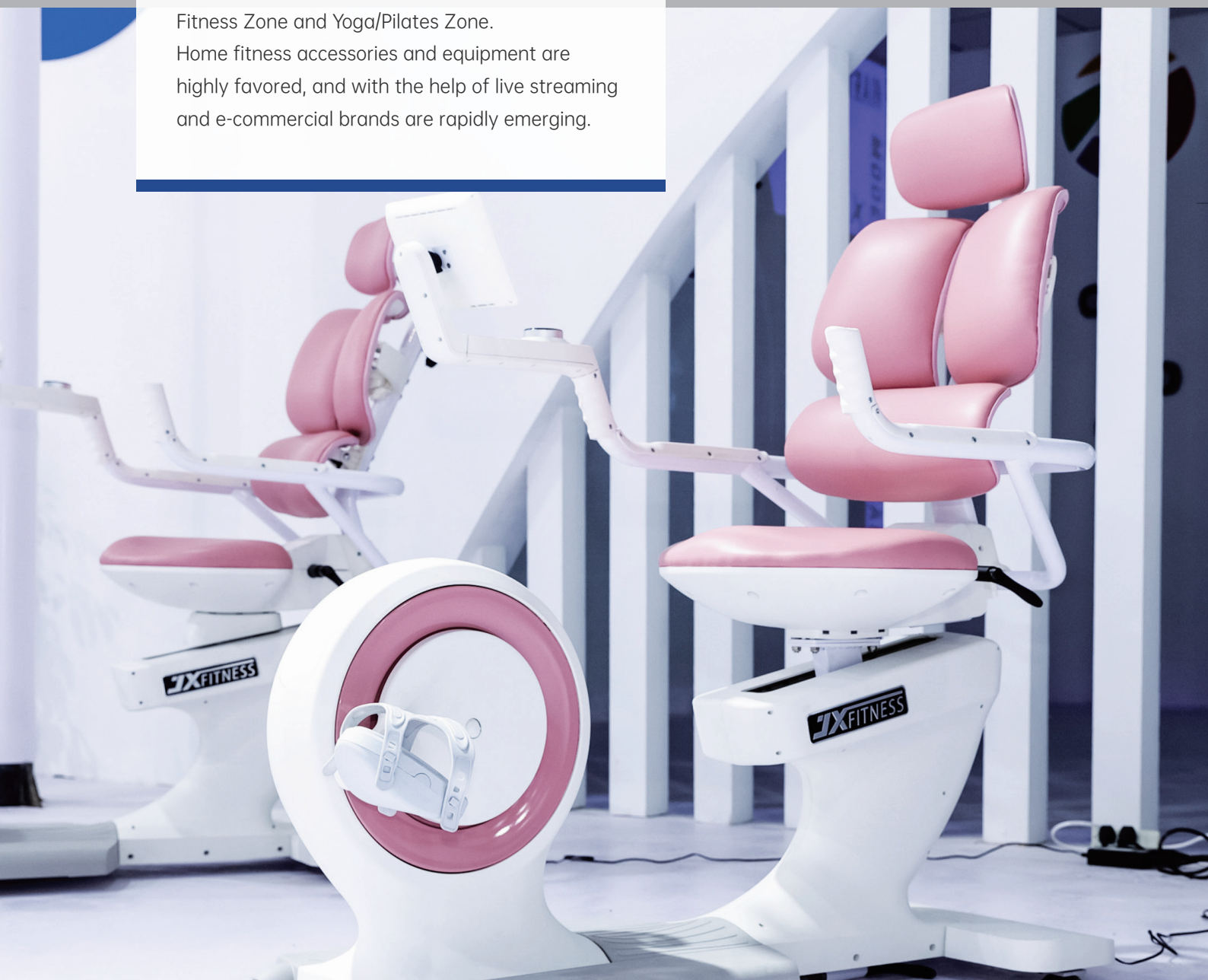
The participation of the young population and female group in sports has significantly increased, especially in yoga and pilates, which we can see from a remarkable increase of the Women's Fitness Zone and Yoga/Pilates Zone.

Home fitness accessories and equipment are highly favored, and with the help of live streaming and e-commercial brands are rapidly emerging.

Intellectualized

Customized
Content

Pluralized
Setting





Commercial Fitness Zone

A total of 305 companies participated in the exhibition zone, showing a 16% increase compared to 2021, exhibition area is same as before. New participated companies are 27% of the total, fitness accessories companies increased 21% compared to 2021; Exhibitors of rehabilitation and physical monitoring categories increased 95%. In new normal situation of post-pandemic era, the innovation of commercial fitness equipment industry and transformation are more active. Small and medium-sized companies are focusing on upgrading products, while larger companies are increasingly shifting towards digitalized solutions and diversifying their product lines. In outdoor public fitness facilities zone, exhibitors' products shift to sports park integrated solutions or integrated packaging solution.

Growth of exhibitors

16%

New Participated companies

27%

Growth of Fitness equipment accessories companies

21%

Exhibition areas expanded

53%

Growth of rehabilitation and physical monitoring

95%



Sports Consuming & Services Zone

There are a total of 400 participating companies, a growth of over 28% compared to 2021, with the exhibition area expanding by more than 30%. Equipment for basketball/football/volleyball, and table tennis/badminton has shown an upward trend, with the number of companies increasing by over 35% from 2021.

After pandemic, the number of outdoor leisure exhibit categories has significantly increased, including cycling helmets, gloves, VR swimming goggles, skateboard, climbing accessories, climbing walls, skiing equipment, frisbees and outdoor accessories. The number of exhibitors in this category has grown by more than 140% compared to 2021, with the exhibition area expanding by 75%.

Furthermore, new emerging sports are continuously expanding through clubs, training programs, and communities to broaden users. While they focused more on online sales in the past, their distribution channels are now diversifying and refined.

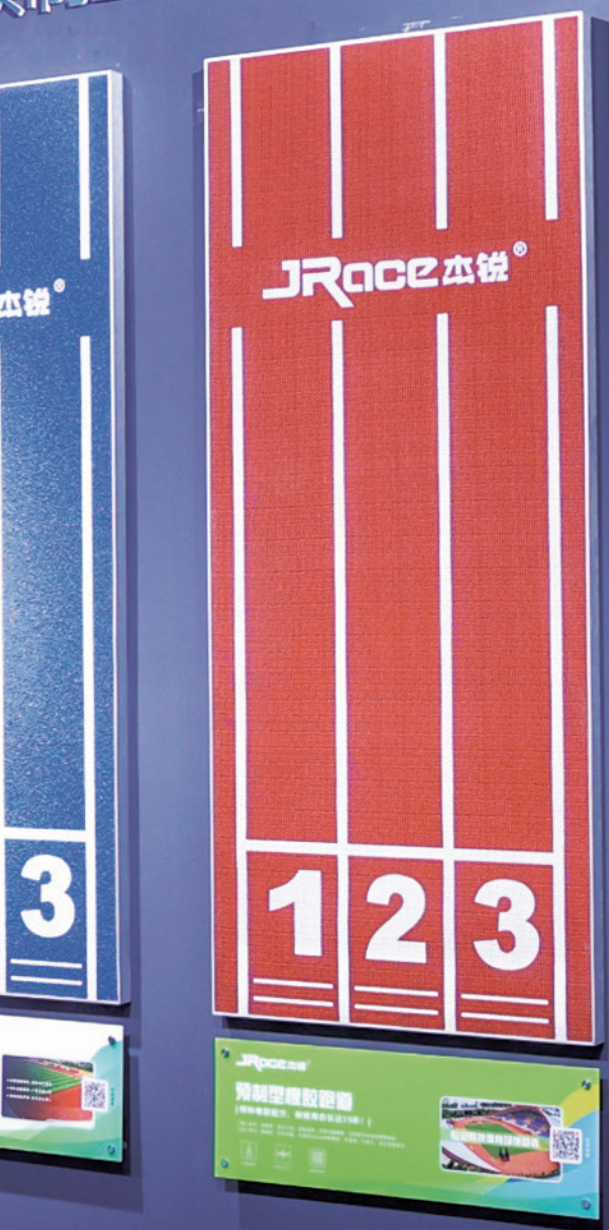
包道获WA世界田径认证
定制型·全塑型·复合型·透

Sports Venue & Construction Zone

A total of 323 companies participated in the exhibition.

Wooden sports flooring zone are showing a 45% increasing trend comparing to 2021. Swimming pool and SPA zone are beginning to take shape. Elastic flooring manufacturers mainly focus on comprehensive public fitness trails and integrated cooperation.

Venue construction zone primarily focus on expanding from large integrated companies to specialized fields. At the same time, venue intelligence is increasing, and exhibitors are focusing on proposing venue solutions for users, with a strong emphasis on technological matching.



Exhibitors Evaluation

Publicizing
Brand's Popularity

90%
exhibitors are
satisfied or very
satisfied.

Product
Promotion

90%
exhibitors are
satisfied or very
satisfied.

Expanding
Distribution
Channel

85%
exhibitors are
satisfied or very
satisfied.

Seeking For
Supplier and
Cooperator

85%
exhibitors
indicate that
they achieve
this goal.

On-site Order
Acquisition

85%
exhibitors
indicate that
they achieve
this goal.

体育场馆及器材
SPORTS VENUE & CONSTRUCTION

体育场馆及器材
SPORTS VENUE & CONSTRUCTION

有限公司
INDUSTRIAL CO., LTD

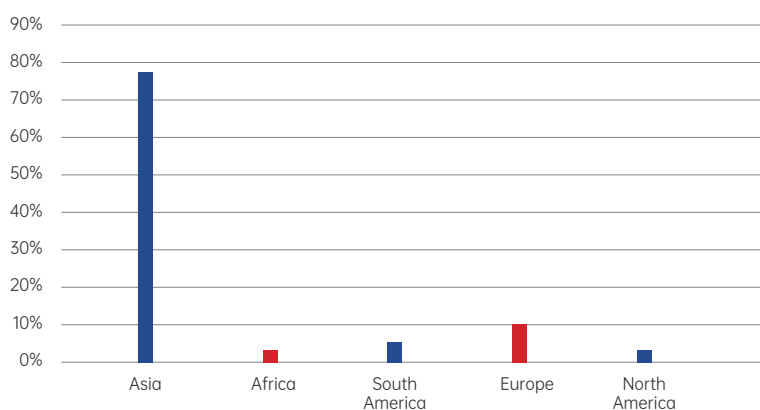
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VISITORS

Visitors overview

The source of overseas professional visitors

With the recovery of international flights and international connections, China Sport Show is regaining overseas visitors, gradually recovering to the scale of previous editions



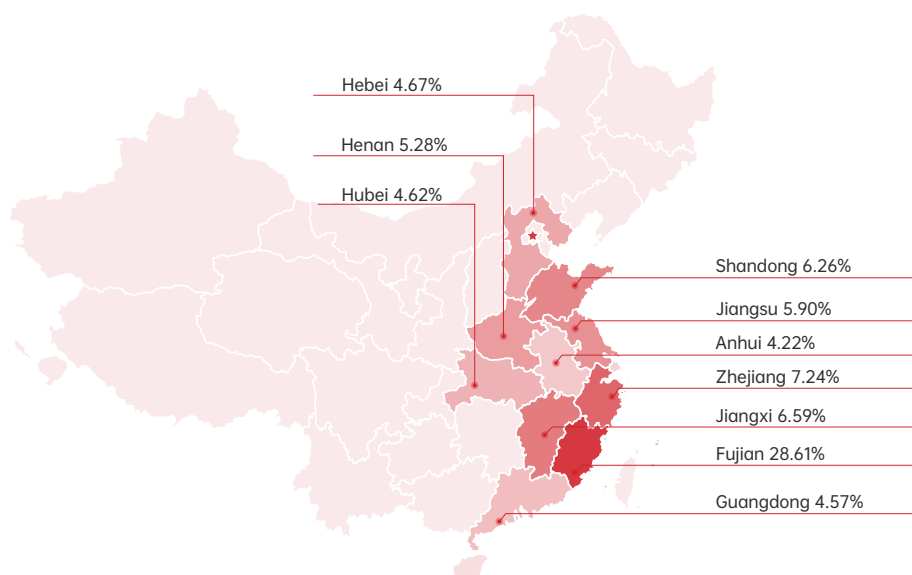
Total visitors



visiting person-time

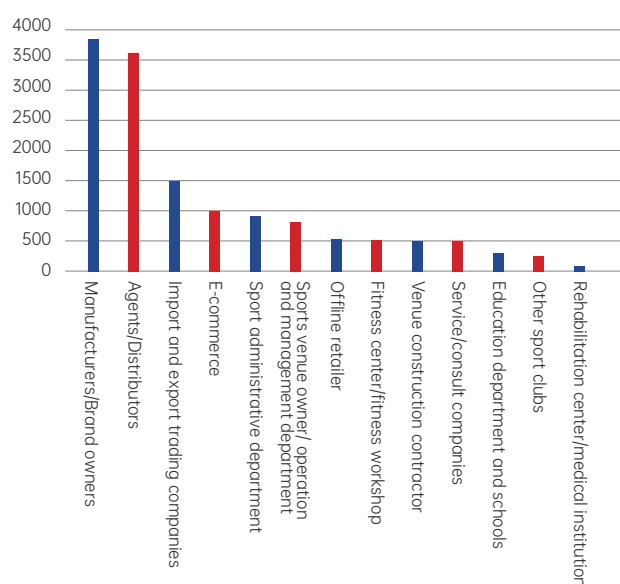
117,405

Domestic visitors province & city distribution

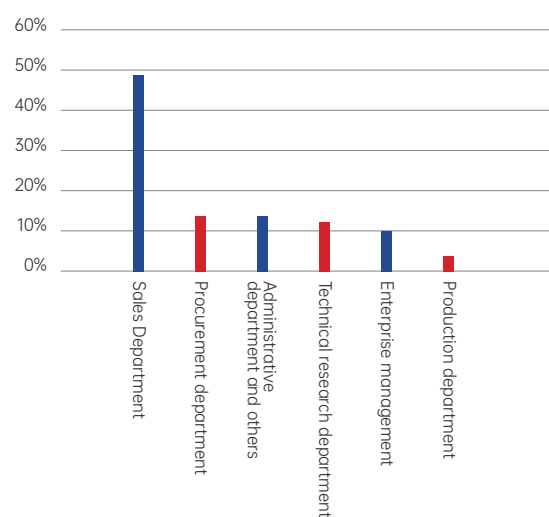


Visitor Profile

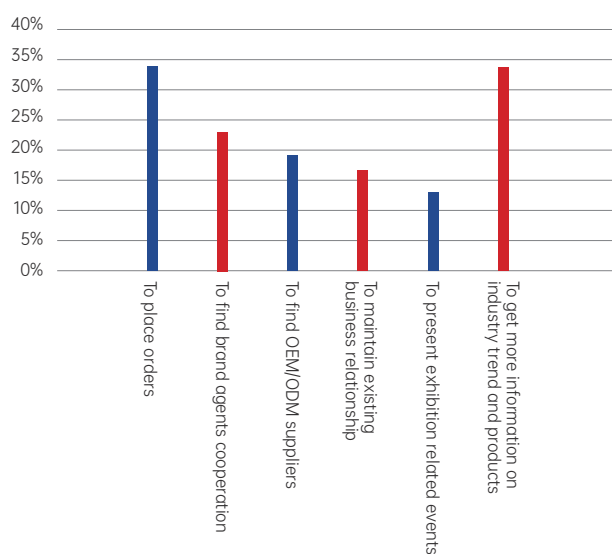
By company type



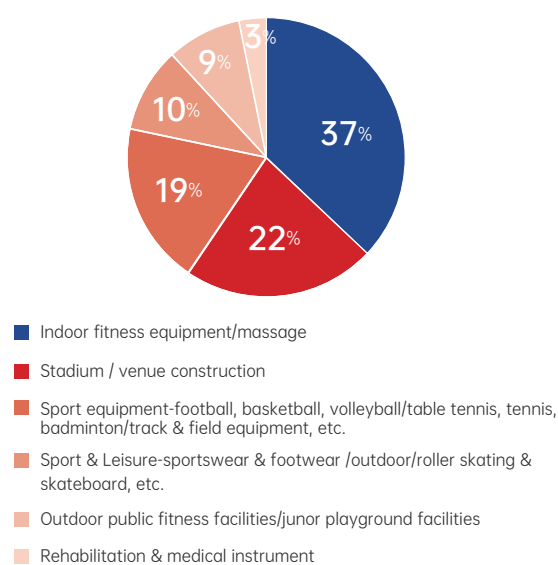
By department



By visiting purpose



By interest product type



Matchmaking service

Online show & matchmaking platform



Exhibitor-buyer one-to-one Matchmaking



Sporting goods online retailing trends sharing session



Sporting goods cross border e-commerce trends sharing session



Supply & demand meeting



VIP buyer hospitality



CONCURRENT EVENTS

China Sports Industry Summit



Forums



Technical seminar



Standards release





CSS TRENDS

CSS Trends is a new launched brand project that integrates existing project like CSS Award, CSS Live, Home Fitness New Product Show.

CSS Trends includes a combination of in-person show and online promotions. The purpose of CSS Trends is to leverage the China International Sports Goods Exhibition and its related platforms, utilizing the resources of professional buyers and high-quality exhibitors over the years, to promote the development of China's sports industry, enhance industry vitality, improve business and trade efficiency, and increase international influence.



MEDIA COVERAGE



Core media original reports

150+

News video clips

8

Core media reprints

600+

Resident media reports

70+

In-depth reports

53



2024 CHINA SPORT SHOW

WWW.SPORTSHOW.COM.CN

May 23-26

CHENGDU CHINA

Western China International Expo City



: ChinaSportShow