

ISPO SHANGHAI 2024 亚洲（夏季）运动用品与时尚展

2024年6月28-30日

上海新国际博览中心·中国

28.-30. JUNE 2024

Shanghai New International Expo Center (SNIEC)

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ISPO Shanghai 2024 Final Report Cross-Sectional Integration and Innovation Creates a New Industrial Landscape

From June 28 - 30, 2024, ISPO SHANGHAI 2024 was once again staged at the Shanghai New International Expo Center, blending indoor and outdoor exhibition spaces. The exhibition attracted 626 domestic and international brands, marking a significant increase of nearly 30% compared to 2023. The event welcomed 45,448 industry visitors and sports enthusiasts from 78 countries and regions, an increase of 13% from last year.

Continuing its multi-category advantage, ISPO SHANGHAI 2024, spanning 40,000 square meters, showcased new trends, brands, products, and technologies across diverse categories, including climbing and hiking, urban sports, running and cycling, water sports, children's sports, outdoor leisure, lifestyle, sports technology, and new materials. It provided fresh ideas and directions for the industry's future development.

Ms. Xu Jia, General Manager, Chief Executive Officer - Greater China of Messe Muenchen Shanghai Co., Ltd., expressed her confidence:

ISPO continues to drive the transformation of the sports industry by creating new sports consumption scenarios, products, and services that integrate culture, sports, tourism, trade, and exhibition. We aim to energize the sports market by building communication platforms and cooperation opportunities, offering diverse cultural outputs, and catering to more demand-oriented product selections. This will continuously inject vitality into the innovative development of the industry.

As a major cross-border multi-category sports platform in the Asia-Pacific region, ISPO SHANGHAI 2024 has attracted significant media attention. Coverage from outlets such as CCTV.com, Peopleweekly.cn, Chinanews.com, Eastday.com, China Daily.com, China.com, Xinmin Evening News, ChinaReports.org.cn, Phoenix.com.cn, Wenhui Daily, Global Times, Shanghai Hotline, Economic Daily, and over 20 others highlighted the event's success.

Seeking Progress While Maintaining Stability, Showing a New Look for the Industry

A more diverse visitor constitution, more segmented demands, and foreseeable growth potential are attracting many international brands to the Chinese sports outdoor market. As a crucial platform linking domestic and international sports goods markets, ISPO SHANGHAI 2024 featured international brands making up

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nearly 30% of the exhibition. Brands from 22 countries and regions, including the British, Canadian, and Japanese Pavilions, showcased a new look of diversified integration.

Mr. John Juel Poulsen, General Manager of Nordisk Asian, expressed his confidence:

We see a lot of energy here with good events, the fair always looks crowded. We have a strong believe that the outdoor market is here to stay, we believe that nature is luxury, spending time in nature improves our quality of life. Especially in China, we believe there's a very strong future of the outdoor business

The ISPO New Force Area, focusing on market opportunities and challenges for emerging outdoor brands, doubled its size to feature over 20 new brands. These brands showcased innovations in lightweight materials, design, and sustainability, providing inspiration for industry partners looking to expand into outdoor clothing, footwear, protective gear, children's outdoor, ski clothing, lure wear, and outdoor furniture segments.

As consumers seek diverse travel experiences, the connection between automobiles and outdoor life grows stronger. ISPO, in collaboration with the China Automobile Dealers Association, hosted a car travel exchange and networking event, more than 40 automobile and outdoor products companies were invited to have in-depth communication and jointly promote the continuous development of the car and travel lifestyle.

To further the fashion sustainability concept, the China Fashion Color Association released the latest trends for the 2025A/W Asian Sustainable Sports Fashion, sharing new sustainable designs. This initiative promoted connection in the industrial chain and provided inspiration for future collaboration. The release of ISPO Textrends and color cards for spring and summer 2026 highlighted breakthroughs in color, fabric, and their applications across different scenarios and functions, guiding sports product design and production.

Going Innovative and Shaping New Developments

The sports lifestyle is steadily penetrating the mass consumer market. With the expanding user base, growing demand, and improved channels, the differentiated needs of leisure sports enthusiasts and advanced sports players are driving significant changes in the sports outdoor market.

ISPO also introduced national events such as the China Mermaid Open for the first time, providing a platform for professional and advanced players to showcase their skills and improve performance. The Water Sports Exhibition Area

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was significantly expanded, featuring a large pool, surfing machine, and a diving pool, offering continuous brand product testing, competitions, and activities, and drawing numerous sports enthusiasts.

Since its inception in the last session, the Sports Park Area has doubled in size, featuring ten major sports themes. ISPO continues to broaden its exhibition categories and promote multi-industry collaboration. The Energy Lifestyle Festival, themed around car travel, facilitated the integration of automotive and outdoor activities. The event also expanded children's outdoor sports categories, introducing activities and fun events such as equestrian, archery, and baseball.

The Sports and Cultural Carnival is again staged in Shanghai, partnering with various professional organizations to create a Sports Dance Open. Highlights included fashion shows, dance competitions, and opera performances, further diversifying the event and promoting fitness trends in China.

The enthusiasm for outdoor activities is driving the emergence and development of new sports scenarios and styles. ISPO introduced topics such as fashion, home, skincare, and beverages into outdoor lifestyles. This year also marks the 10th anniversary of ISPO Shanghai. Thus ISPO partnered with 25 sports venues and community sports centers in Shanghai, and 33 sports-friendly communities, jointly promote sports lifestyle.

The debut Cycling Lifestyle Festival explored innovative travel methods in a cycling-friendly environment. For sports lifestyle enthusiasts of all levels, a rich selection of urban sports activities such as rock climbing, yoga, Frisbee, pickleball, skateboarding, and summer snowball fights were available, promoting the diverse development of urban sports culture.

The rapid adoption of sports lifestyles by the general public is fueled by extensive social media influence. ISPO collaborated with platforms like Tmall, Douyin, and RED to promote professional product categories, highlight content, and introduce new lifestyles, increasing brand and product exposure and expanding the reach of sports lifestyles.

Focus on Hot Spots and Provide New Perspectives on the Industry

With emerging brands, transforming traditional supply chains, and the influx of international brands, the sports industry faces new challenges. ISPO has consistently created industry-specific forums to provide important policy

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interpretations, trend forecasts, experience sharing, and case analyses for the industry's healthy development.

This year's ISPO SHANGHAI featured five professional forums on hot topics such as sports trends, camping education, marine protection, nature education, and retail innovation. These forums offered insights into sports fashion trends, cultural and sports tourism resource integration, sustainable management, marine protection plans, outdoor sustainability, and consumer insights, providing industry partners with new perspectives to broaden their horizons.

Thank You to Exhibitors, Partners, and Visitors for Their Consistent Support

The highly anticipated ISPO SHANGHAI 2024 has concluded. We extend our gratitude to all industry colleagues for their support, encouragement, and supervision. ISPO remains committed to evolving as a diverse communication platform, supporting industrial transformation and business innovation.

The Sports Carnival will open in Nanjing and Xiamen, offering innovative and engaging conferences, events, interactive experiences, and sports options to a broader population.

Nanjing Sports Carnival 2024 will take place at Nanjing International Exhibition Center from September 6 to 8, 2024, creating a vibrant city-wide sports atmosphere through Integration of sports and education, and linkage of competition and exhibition, promoting the commercial innovation, sustainable development, and integration of sports, cultural, and tourism resources.

Xiamen Sports Carnival 2024 will be held at Xiamen International Conference and Exhibition Center from November 22 to 24, 2024, fostering the upgrading of sports industry in the coastal city clusters in Fujian and promoting the integrated development of sports fashion and outdoor leisure culture.

Statements of exhibitors (Sorted by the family name)

Mr. Chen Cheng, Design Director, VOLCOM

We are very optimistic about the future of the outdoor industry, particularly in the fashion and trendy outdoor segments. There is also significant potential for growth in the hardcore outdoor sectors of skiing, surfing, and skateboarding. The event was well-attended, and we had the opportunity to engage with many excellent suppliers and brands, which was a very positive experience.

Mr. Feng Jiajun, Director of the Business Distribution Center, Mobi Garden

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Returning to ISPO SHANGHAI, we deeply feel that ISPO is the leading exhibition in the Chinese outdoor industry. It is a haven for outdoor enthusiasts to gather, promoting the development of outdoor activities and lifestyle in China. The large crowd proves that the Chinese outdoor market will continue to flourish. We are confident that the market's performance will keep improving.

Mr. Guo Feng, Marketing Director of Fire Maple & Black Deer

China's outdoor market has been growing in recent years, including its population base. As a Chinese outdoor brand, we are very optimistic about the domestic market and believe it will continue to prosper. Fire Maple, a longtime participant of ISPO for 20 years, noticed that ISPO SHANGHAI again attracts a large crowd. In my opinion, ISPO is a highly professional outdoor exhibition. I hope that all Chinese outdoor enthusiasts can visit ISPO and interact with us at our booth.

Ms. Han Yanli, Operations Director, Montane

ISPO SHANGHAI 2024 was exceptionally popular this year. Numerous bloggers and enthusiasts came to participate. There were many experiential and interactive activities, which broadened our horizons and helped us understand the latest trends in the industry.

Mr. Jon Hosty, International Sales Manager, Craghoppers

The experience in ISPO has been great as we have attended the ISPO MUNICH. This year we come to ISPO SHANGHAI to meet the Chinese consumer. We found that the Chinese retailers have been really refreshing. All brands and visitors were very enthusiastic and it was great to meet so many people and introduce our brand to the new market. I'm really happy that we've come to ISPO SHANGHAI.

Ms. Jiang Wei, Brand Director, Xiongmao Outdoor

ISPO SHANGHAI was very lively this year, attracting many consumers. They visited our booth to check in and interact with us. Our scene-based presentation received excellent feedback from the consumers. Many of them have incorporated outdoor elements into their daily lives, forming a unique lifestyle.

Mr. Li Jinlong, Business Development & Brand Representative, SUUNTO China

This year, ISPO added a diving hub and introduced the "China Mermaid Open," inviting the world-renowned diving organization PADI. SUUNTO offers a range of diving watches, so this was a valuable opportunity for us to connect with these organizations. Thank you, ISPO, for providing such a platform.

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Mr. Luo Jingming, Head of Outdoor Sports, Vibram China Marketing Department

The on-site experience was excellent. ISPO SHANGHAI's arrangements, planning, and publicity were comprehensive and well-executed. The venue was bustling with visitors, giving us a lot of attention. The on-site sports experiences were diverse and engaging. We hope that exhibitions like ISPO will further promote rock climbing in China.

Mr. Ma Pengfei, Outdoor Category Operation Manager, JD Retail Fashion Division

This year, JD has been actively expanding its range of high-quality brands, including popular sports such as cycling, paddle boarding, fishing, camping, hiking, and roller skating. As a pivotal event in the industry, ISPO brings together top brand products and the entire supply chain, providing a space for interactive communication. As a traditional e-commerce platform, we are delighted to deepen our cooperation with ISPO, ensuring that the high-quality brands featured at the exhibition will also appear on the JD platform, bringing more top-notch brands and products to consumers.

Mr. Nie Dapeng, General Manager, Quanzhou Kempgeer Outdoor Sports Equipment Technology Co., Ltd.

We have been friends with ISPO for many years. The on-site experience at ISPO SHANGHAI was excellent, with many visitors. We hope ISPO will continue to improve, and we look forward to meeting more friends on ISPO, and moving forward together.

Mr. John Juel Poulsen, General Manager, Nordisk Asian

We have a strong believe that the outdoor market is here to stay , we believe that nature is luxury, spending time in nature improves our quality of life. Especially in China , we believe there's a very very strong future of the outdoor business and we believe that Nordisk can play an active role in bringing people out and creating cool gear to do it. We see a lot of energy here with good events, the fair always looks crowded.

Mr. Gianmarco Savoldi, Manager of Export Department, Zamberlan

It's the first time being here in ISPO SHANGHAI , I see many people , the fair is pretty crowded , so I really enjoy it. I really encourage people to come over to visit the show, because there are many brands presenting their new stuff and it's super interesting of being here!

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Ms. Su Xiaoyun, Sales Manager, Thule Asia Pacific

We are longtime participants in ISPO. This year, we aimed to showcase more new products to consumers. Many new customers visited our booth to learn about our offerings. Compared to other international exhibitions we've attended, the scale of ISPO SHANGHAI exceeded our expectations, reflecting China's enthusiasm for outdoor sports. We are very optimistic about the future of Chinese outdoor market.

Mr. Sully Sun, Senior Vice President, Pentland Group (representing Berghaus, Endura, Speedo, Canterbury, Mitre)

The event was bustling with enthusiastic visitors and exciting exhibitors, and everything was organized in an orderly manner. Whether attending as an exhibitor or a visitor, I could feel the passion of ISPO.

Mr. Wei Xiaoliang, General Operations Manager, Westfield Outdoor

I believe the outdoor sports industry is continuing its growth. Through this exhibition and our product displays, we hope more people will enjoy relaxing in outdoor parks or suburbs. The event had a large number of visitors, and exhibitors from various brands showcased their new products. We are hoping to continue improving in this sector.

Ms. Xu Xiaolei, Manager of Marketing Development·EC, Shanghai Representative Office, Japan External Trade Organization (JETRO)

The exhibition experience was outstanding. At ISPO, we saw many well-known Chinese and international brands, as well as unique design brands. There were numerous industry exchanges and experience sharing sessions, along with many outdoor sports activities for children. ISPO SHANGHAI presents the vibrant outdoor sports from multiple dimensions and aspects. I wish ISPO continued success and excitement.

Mr. Yousher, Creative Director, Nothmme No-feeling Brand

This is our first time participating in ISPO. Compared to similar exhibitions, ISPO feels more professional, with a strong presence of high-quality brands. ISPO provides an excellent resource platform, allowing us to have in-depth exchanges with many outstanding brands.

Mr. Zhang Kai, Founder, UTO

The outdoor industry remains vibrant and full of development opportunities. The increasing participation of young people in outdoor activities has significantly boosted the industry. ISPO effectively integrates B2B and B2C interactions, providing a crucial promotional opportunity for our brand each year. It also allows us to blend content creation with customer engagement.

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Mr. Zhang Weiwei, General Manager, Zhejiang Shiko Textile Co., Ltd.

This time, we introduced a new three-layer jacket fabric that offers excellent water resistance and breathability while remaining lightweight. Our goal is to make our outer fabrics both comfortable and fashionable, providing a superior wearing experience. This year's ISPO SHANGHAI was very popular, and we look forward to participating again to further increase our brand exposure.

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