

Final Report

## **Breaking Boundaries Through Innovation: ISPO Shanghai 2025 Reshapes the Sports and Health Ecosystem**

Held under the theme "Sports·Fashion·Health," ISPO Shanghai 2025 successfully took place from July 4 to 6, 2025, at the Shanghai New International Expo Center. With support from the Shanghai Sports Bureau, the Publicity Department of the Pudong New Area District Committee (District Culture, Sports and Tourism Bureau), and the Commerce Committee of Pudong New Area, ISPO further solidified its position as the "Asia-Pacific Sports Industry Innovation Hub," injecting transformative momentum into the sector.

As a key cooperative project of the Shanghai Sports Consumption Festival, the exhibition created an integrated showcase centered on "Sports Aesthetics × Future Health Applications." It attracted **634 brands** from nearly **30 countries and regions worldwide**. Internationally renowned brands like Black Diamond, 3M, Buff, and Vibram joined forces with leading local pioneers including Mobi Garden, CAMEL, UTO, Shokz, and FENIX, presenting over **10,000 innovative products** to **31,077 professional buyers and sports enthusiasts** from **72 countries and regions**.

### **Product Revolution Reshapes Consumption Scenarios**

ISPO strategically staged themed exhibition zones around car travel, cycling, running, water sports, rock climbing, urban sports, outdoor aesthetics, and children's sports. Collaborating with China Horse Fair Shanghai 2025, it featured an equestrian section. Through these arrangements, ISPO brought together diverse sports lifestyle brands across categories, seamlessly integrating product displays with real-world applications to forge a "scene-as-store" commercial conversion pathway.

The ISPO CHINA CHOICE product list highlighted over 30 new products with strong consumption potential, evaluated across 5 key dimensions. Specially invited product ambassadors Zhu Weiqiang, Pink Feifei, and Andy's Outdoor World initiated live sales on-site, delivering cutting-edge innovations directly to consumers and streamlining sourcing for buyers. The list's recognition of outstanding achievements further ignited corporate innovation enthusiasm.

The ISPO Brand New Force Hub spotlighted sustainable design, pioneering technology, and national-trend aesthetics. It assembled over 30 high-quality domestic innovators and international brands newly entering China, establishing a fast track for business matching and identifying new market growth potentials.

By deconstructing consumption scenarios and stimulating demand, each zone partnered with professional associations, KOLs, and high-engagement communities to launch popular interactive activities. These included cycling parties, all-terrain cross-country running experiences, and island climbing route challenges. Events like the **11th ISPO SHANGHAI Youth Floorball Championship** (part of the Shanghai Children's Sports League), the **5th ISPO & BoardBattle Pool Paddling Competition**, and the **Parent-Child Outdoor Skill Level Challenge** offered diverse outdoor choices for all ages, abilities, and interests, attracting nearly 2,000 families on-site.

### **Fashion Trend Pioneers Drive the Business Wave**

New concepts are converged to build a sustainable fashion industry ecosystem, activating brand premium potential.

As the sports and outdoor industry's pioneering sustainability platform, ISPO CHINA, alongside the China Fashion & Color Association, Beijing Institute of Fashion Technology, and OEKO-TEX®, launched the upgraded **ECO-NOVA Award 2026** on-site. With a broader vision and more innovative criteria, it established a new industry benchmark, driving the sector from "environmental commitment" to "tangible change."

The **ISPO Textrends 2027 Spring/Summer** award-winning products debuted, accompanied by the release of core trends for innovative fibers, fabrics, and materials. This attracted nearly a thousand designers and product developers for deep discussions, driving cost-effective and efficient product R&D.

The "Let's Colorful" zone gathered over 20 brands under themed colors. It enriched sustainable color integration practices to activate dopamine-driven sports appeal and demonstrated color marketing strategies in real settings, boosting brand communication and commercial conversion.

### **Healthy Consumption Redefines Industry Boundaries**

Starting from the full chain of scientific healthcare, the exhibition meticulously explored segmented scenarios to redefine outdoor "food, clothing, shelter, and transportation." Partnering with leading domestic and international sports health brands, it delivered comprehensive solutions spanning injury protection, precise maintenance, deep recovery, and skincare technology. Activities like the **Entrepreneur Sports and Health Forum** empowered future business strategies, fostering the holistic evolution of sports health from consumption scenarios to the commercial value chain, and offers fresh perspectives for industry development.

### **Dual-Track Empowerment Ignites a New Era of Sports Consumption**

Cross-category integration and sustainable development emerged as defining trends at ISPO Shanghai 2025. The deep fusion of sports and outdoor with fashion, health, and other sectors spurred rapid category expansion and encouraged brands to broaden product boundaries and explore diverse consumption scenarios. From sustainable material applications to eco-friendly production process, the emphasis on sustainable fashion showcased the industry's positive environmental progresses, met rising consumer demand for eco-conscious products, and motivated brands to increase sustainable investments – turning sustainability from a competitive edge into an industry norm.

The enhanced product power of domestic brands and the successful localization of international brands were also standout features at ISPO Shanghai 2025. By deeply understanding professional buyer needs, ISPO customized solutions including a preferred procurement list, a golden tour route for professional visitors, and a precision business matching system. Overseas Buyer Workshops successfully established a high-efficiency resource nexus. These initiatives not only promoted Asia-Pacific/global interaction but also fueled cross-regional and cross-national business and cultural exchange, providing core momentum for businesses expanding channels and accelerating global growth.

ISPO Shanghai 2025 stimulated new consumer demand and drove market upgrade by showcasing diverse sports consumption scenarios and innovative products, guiding consumers towards sports and healthy lifestyles. It prompted companies to prioritize product quality and consumer experience, laying a solid foundation for the industry's long-term stability and painting a vibrant, opportunity-rich blueprint for the future of sports.

Pang Dan, Head of ISPO China, concluded: "As health becomes a lifestyle and sports transcend scene boundaries, the industry's new power is rising. ISPO is committed to cultivating this fertile ground – enabling professionals and the public to engage, and ensuring trade and experience thrive together."

#### **Statements of exhibitors (Sorted by the family name)**

##### **Ms. Fang Fang, Head of Marketing Department, UTO**

ISPO SHANGHAI has maintained strong appeal. Our booth activities has attracted interested visitors and delivered excellent results. We observed that ISPO's outdoor aesthetics philosophy has genuinely resonated with consumers – outdoor apparel is

increasingly integrated into daily wear, a trend we celebrate. Participating at ISPO is an honor, and we wish the show continued success.

**Mr. Liqing Fu, Design Director, Zhejiang Pioneer Camp Clothing Co., Ltd.**

To fully implement sustainability, most of our products offer lifetime free maintenance. We promote the comprehensive use of eco-friendly fibers, non-fluorinated materials, and sustainable yarns. While pursuing peak functionality, we also balance fashion considerations. At ISPO SHANGHAI, we met knowledgeable outdoor enthusiasts whose understanding of products and usage scenarios provides valuable information for us.

**Ms. Melanja Korošec, Vice President of Elan, KJK Sports (Elan Sports)**

ISPO SHANGHAI is an exceptional platform to not only connect the industry, but bring the excitement, the innovation, the knowledge about the industry to Chinese market and moving forward.

**Mr. Albert Kruker, President of Davos Snow Resort**

We are the first time at ISPO. We want to make 'Davos' famous as a ski destination, and bring the dream of skiing in the Swiss Alps to the Chinese people. ISPO is the perfect platform for that.

**Mr. Licheng Li, Brand Manager, Tungee Technology**

At ISPO SHANGHAI, we showcased new products centered on our adaptive modular

design system. Through innovation in functional structure, our offerings meet diverse user needs across lifestyle and outdoor scenarios – featuring detachable, assemblable, and fashionable elements. On-site foot traffic at ISPO was substantial with enthusiastic visitors. Many brands previewed new autumn/winter collections to stimulate market interest, reflecting the category's remarkable richness.

**Mr. Haoyu Liu, Operation Director, CAMEL**

We featured two core categories at ISPO SHANGHAI: the King Armor Jacket and Runner King Cross-Country Running Shoes – both are functionally outstanding. Our color palettes also align with youth aesthetics, demonstrating perfect fashion-function integration. This year the show attracted more young, trendy, and professional visitors, alongside returning heritage outdoor brands. They collectively advanced China's outdoor market development.

**Mr. Junbi Liu, Marketing Director, ZENONE**

We've exhibited at ISPO since 2018, and consistently view it as a premier showcase. This year, we deliberately chose ISPO SHANGHAI for our product's new color debut. The improved profile of professional visitors was notable. We deeply appreciate ISPO's comprehensive display platform.

**Ms. Ana Martinez, Regional Manager, Buff**

Our company plans is to keep sustainability as our priority, producing high quality gear for

adventure. We are seeing more and more sports brand look into daily fashion and is very good for the business. ISPO SHANGHAI is the place to be if you want to be seen for potential KOL and brand potential. We are in the best spot and very satisfied. It is also a great place to present new product like our socks in this SS26.

**Ms. Xingge Qu, Project Manager of EC Market Development Department**

This time, the Japan External Trade Organization (JETRO) brought 22 brands to ISPO SHANGHAI, showcasing apparel and equipment for multiple scenarios like camping and water sports. The exhibition hall layout was highly scientific; the distinct zones for equipment, apparel, and immersive experiences are impressive. Many professional visitors engaged in in-depth exchanges with our brands on-site.

**Mr. Sean, Director, Brand Communication & Strategic Cooperation Center, Mobi Garden**

At ISPO SHANGHAI 2025, numerous domestic and international peers showcased cutting-edge products and technologies. The exhibition's growing professionalism accelerates consumer awareness, driving preference for functional products. Such progress has promoted brands to invest in R&D, creating an industry virtuous cycle that fosters healthy development.

**Ms. Jia Shi, Brand Representative of Baoding Benuka Trading Co., Ltd.**

Our company is one of the rare professional outdoor clothing brands for children. We are confident in bringing Color Kids' lifelong sports philosophy from Denmark to China and

evolving alongside children. ISPO is very international. Having previously participated in ISPO MUNICH, our debut at ISPO SHANGHAI is a tremendous surprise. We encountered highly professional peers and visitors here, making it an excellent venue for professional exchange. We hope ISPO continues to grow.

**Mr. Zehong Su, Sales Manager of Guangdong DX2 Technology Co., Ltd.**

ISPO SHANGHAI has attracted significant attention from enthusiastic visitors towards our brand, who represent a highly suitable demographic for us. DX2 has always been committed to green and sustainable development. Our globally certified green factories, degradable product packaging, and fire-retardant materials all align with sustainable development principles. Particularly in the fields of fast charging technology with triple protection (waterproof, shockproof, dustproof) and fire emergency equipment, our new products have achieved significant breakthroughs.

**Mr. Sheng Tan, Brand Director, DaDa Turnbuckle Shoelaces**

The exhibition scale of ISPO SHANGHAI met our expectations with robust attendance. The organizers demonstrated exceptional professionalism in venue planning, with outstanding sanitary conditions, security, and crowd management. We anticipate participating in Xiamen, Beijing, and other international exhibitions of ISPO, and seek sustained collaboration with the show.

**Ms. Hongmei Xing, Head of JD Outdoor Equipment Business Department**

Whether for footwear or equipment brands, 'professionalism' remains the central theme at ISPO. Sustainability is also a major focus. Many brands on the JD platform utilize eco-friendly, sustainable, and degradable materials. This year, we've also introduced sustainable customization services. At ISPO SHANGHAI, I observed shifts in user needs, brand concepts, and product trends. It's very encouraging to see many excellent brands progressively advancing along this professional path.

**Ms. Dan Yang, General Manager of VINSBAH**

At ISPO SHANGHAI 2025, VINSBAH captured the attention of target customers with its professional and vertically focused sports product line. Our products, which integrate luxury craftsmanship with intelligent manufacturing, have also been well-received by consumers. We connected with many professional brands, cycling enthusiasts, running group leaders, managers, and suppliers. As a brand, we appreciate the abundant opportunities for cooperation at ISPO.

**Mr. Jianhui Yang, Chairman of Zhonghe Group, Executive Director and General Manager of Ozark Brand**

We are delighted to return to ISPO. This year's ISPO SHANGHAI has a very strong outdoor atmosphere. The organizers demonstrated exceptional efficiency in pre-show communication, on-site organization, and process execution. We specifically showcased

the Ozark Feiyu 7, which was selected for the ISPO China Choice product list. Its core innovations—a total garment weight of 320 grams, Gold-label Primaloft filling with self-storage design, and 1000-fill white goose down—represent cutting-edge breakthroughs within the industry.

**Mr. Kai Zhao, General Manager, Shenzhen Himalaya Trading Co., Ltd.**

Our overall exhibition experience was highly positive, with increased youth participation and heightened professionalism. Visitor inquiries revealed impressive expertise, and we marvel at the transformative progress in China's outdoor sports sector this year.