

Post-Show Report: ISPO Beijing 2026

Building Value, Facing the Future: ISPO Beijing 2026 Concludes Successfully

January 9-11, 2026 – ISPO Beijing 2026 was successfully held at the China National Convention Center in Beijing.

As the inaugural exhibition of the year for China's sports and outdoor industry, this edition brought together global brands, manufacturers, channels, industry organizations, and sports enthusiasts through exhibitions, content forums, and diverse interactive experiences, welcoming nearly thirty thousand industry visitors and enthusiasts.

Starting from the Show Floor, We See Five Directions for the Sports and Outdoor Industry.

I. The Value of Domestic Brands Continues to Develop

Cultural expression, product power, and consumption scenarios are beginning to form a synergistic force.

In the brand presentations and thematic releases at this year's ISPO Beijing, the overall presentation of domestic brands appeared more coherent and clear.

In the ISPO CHINA CHOICE product power showcase, during the discussions at the GOIFxISPO Outdoor Industry Development Forum, and amidst the vibrant displays and exchanges on-site, represented by brands such as Huawei, PELLIOT, SCALER, UTO,

CAMEL, 318 Sports, Fire-Maple, TANTRAZ, N10, and VECVEC, we see Chinese brands gradually forming an expressive system highly aligned with local lifestyles in terms of color language, design logic, and product narrative: Their color choices are closer to the actual usage and aesthetic preferences of Chinese consumers; design elements are moving beyond symbolic levels to achieve deep integration with function and experience; and consumption scenarios are being systematically constructed, extending from professional sports to urban outdoor and daily life.

Through curation and content amplification, ISPO Beijing allowed these values to be seen more collectively, also validating that Chinese domestic brands are moving from "product competition" to "value competition."

II. International Brands are Reshaping Their Product Logic and Narrative Strategies for the Chinese Market

One consensus has been repeatedly demonstrated: The Chinese market is being treated as a crucial market that requires "separate understanding and systematic design."

On the floor of ISPO Beijing, several international brands demonstrated deeply localized practices tailored to the Chinese market.

在 ISPO BEIJING 现场，已有一些国际品牌呈现出深度贴近中国市场的本土化实践。

- The Spanish brand BUFF introduced a JD.com channel-exclusive China Style 3.0 series of headwear, featuring four major elements – the Monkey King, blue and white

porcelain, the Kunpeng from Classic of Mountains and Seas, and the auspicious character "顺" (shun) – conveying the Spanish outdoor brand's Chinese style expression.

- The American casual outdoor brand TOPO entered China for the first time. Its agent, Sanfo Outdoor, anchored itself in the light outdoor trend and color preferences of China's young demographic, developing a "literary and artistic" fashion narrative that extends beyond the outdoors.
- The German brand LEKI selected bolder visual design pole series for the Chinese market, introduced the newly upgraded 2026 Champion ultra-light trail running poles, and deeply collaborated with top domestic trail runners to support Chinese strength on the international stage.
- The German brand Lowa launched the Explorer heavy-duty hiking boots, weighing as light as 1100 grams per pair, and added color-blocking and more feminine colorways to the MK2 tactical boots, which are highly popular in the Chinese market.

These initiatives cover multi-dimensional innovation from cultural narrative and product design to community cooperation, reflecting international brands' in-depth exploration of dedicated product development and communication tailored to Chinese consumer preferences.

III. Sustainable Fashion Moves from Concept to System

At this year's ISPO Beijing, sustainability was no longer just a discussed concept but became a significant consensus in industry exchanges in a more systematic and executable manner.

The ECONOVA Sustainable Fashion Co-creation Plan, initiated by ISPO and the China Fashion Color Association and promoted in collaboration with multiple industry partners, reached a new stage of development this year:

- The 2nd ECONOVA Sustainable Fashion Awards focused on product practices combining environmental value and commercial feasibility.
- The *2027 S/S Asia Sustainable Fashion & Sports Trend Report* provided brands with forward-looking design directions.
- The release of the Circular Apparel Design Specification group standard further promoted sustainability from concept to execution.

The COLORLAND thematic zone, co-presented with COLORO – a globally registered and promoted Chinese national color application system and color culture brand – and the Beijing Institute of Fashion Technology Sports Innovation Research Institute, made sustainability tangible within materials, colors, and design logic. This signifies that China's sports and outdoor industry is gradually building a preliminary closed-loop system from trend to design to evaluation.

The ISPO Textrends Functional Textiles Trend Award showcase presented 229 award-winning materials from leading global companies, providing practical solutions for

brands to balance cost and innovation and promoting efficient upstream-downstream connections.

Simultaneously, the high-density interaction with international buyers on the ISPO Beijing floor revealed a clearer shift in the role of Chinese supply chains.

In sectors related to materials, manufacturing, and functional innovation, overseas brand owners, buyers, and industry institutions participated in dialogues more as "partners" and "long-term collaborators."

Among the overseas professional visitors present, channel buyers such as department stores, agents, and e-commerce platforms collectively accounted for over 70%, forming the main force for business matching.

Their core demands extended beyond mere purchasing, with a high 37% of visitors primarily seeking agency/franchise partnerships. OEM and bulk ordering accounted for 29% and 19% respectively, indicating that deep cooperation and supply chain collaboration are key.

Under this consensus, brand owners and channel distributors focused on product co-creation, market development, and long-term collaboration, jointly exploring new growth paths. The focus of discussion is shifting from traditional capacity and cost to craftsmanship, design capability, R&D depth, and systematic solutions.

Chinese supply chains are no longer just passive responders to demand but are gradually becoming significant participants in sustainable standards, product development, and value co-creation within international exchanges.

IV. Integration of Sports, Culture, Tourism, and Commerce Continues to Deepen

Sports is becoming a vital gateway connecting cities and industries.

Cross-border integration was one of the key themes of this edition of ISPO Beijing.

Content segments such as the "**Integrated Development of Diverse Consumption Forum · Beijing Station**" co-hosted by ISPO and the Beijing Federation of Commerce, the "**Asia Mountain Winter Sports & Tourism Summit**" integrating international perspectives, industry power, and community dynamics, and the "**Global Outdoor Sports & Tourism Destination Development Forum**" co-hosted with GOSD explored from multiple dimensions how sports can synergize with culture, tourism, commerce, and urban development.

The China Textile Commerce Association set up the "**Advancing with Green, Quality for Distance**" thematic display area at ISPO Beijing 2026, systematically presenting achievements in industry greening and standardization. The area not only debuted high-tech equipment like ANTA's "Champion Dragon Suit" developed for the Milan Winter Olympics national team but also showcased group standards like the High-Quality Sports Outdoor Down Jacket, and gathered domestic and international brands like ANTA and Mammut to build a green product matrix, aiming to lead the high-quality development of the outdoor industry.

From mountain economies and winter sports destination development to shaping urban sports lifestyles, sports is no longer a single industry but a key interface for activating consumption, connecting resources, and promoting regional development.

Through building multi-stakeholder dialogue platforms, ISPO CHINA continues to promote the transition of sports-culture-tourism-commerce integration from concept to practice.

V. Player-Centric: Consumer Participation Enters a Stage of Deep Interaction

From viewing exhibitions to genuine participation and content co-creation.

This edition of ISPO Beijing presented a new face in C-end interaction – being player-centric.

Among the diverse interactive zones, running and cycling emerged as the two core scenarios with the highest participation and professionalism:

The Trail & Training Area, through **"the Foot Tells "Running Shoes REPO** real-wear display, training experiences, and expert explanations combined with multi-terrain product testing on-site, allowed runners to understand product performance through real-use scenarios.

The cycling zone, under the theme **"Cycling Connects a Better Life"**, co-created cycling culture displays, training experiences, and community exchanges with Zhihu Sports, strengthening connections and identity among professional cyclists.

Simultaneously, the **ISPO Light Lab** co-created with Douyin became a major highlight.

Collaborating with ISPO Chief Experience Officer Zhang Jing, hiPeak founder HK, Douyin creator Antie, and other professional players, it vividly demonstrated the complete journey of lightweight from a technical concept to a lifestyle trend, achieving innovative integration between online content platforms and offline professional circles.

The **ISPO Car Journey Area** collaborated with new energy vehicle brand IM Motors, outdoor self-driving bloggers, and outdoor media to interpret travel scenarios from multiple angles, linking cities and the outdoors, providing positive impetus for forging consumption scenarios and expanding the industrial ecosystem.

The immersive experiences across major themes deeply engaged core players and professional buyers, jointly building an interactive system centered on genuine experience and user feedback. The C-end is no longer just an audience but is becoming a crucial participant for brands to understand users, validate products, and co-create content.

Continuing Forward from Beijing

From the release of domestic brand value to the narrative reshaping of international brands;

From building sustainable systems to the upgraded international role of Chinese supply chains;

From exploring sports-culture-tourism-commerce integration to practicing player-centric deep interaction –

ISPO Beijing 2026 provided the industry with a live case study being validated.

ISPO CHINA will continue to amplify these directions at the upcoming Shanghai exhibition, through more systematic curation and precise connections, to promote the long-term evolution of China's sports and outdoor industry.

Please look forward to more observations and releases post-show.

Statements

Wenjian Chen, General Manager, ZIKING Down Products

We are concentrating on developing new product categories, materials, and narratives to provide ultimate warmth solutions for the outdoor industry. This aligns closely with ISPO's focus on trends and R&D in new outdoor materials. The overall atmosphere at the event was youthful, with participants mainly young people exuding strong innovative energy—a reflection of the thriving outdoor sector. We are taking advantage of this positive industry momentum to consistently communicate our brand's professional proposition and product value through ISPO.

Yuansong Gong, Vice President, BG Smart Wearable & Sports Health Product Line,

Huawei Corporation

Huawei has been deeply immersed in the smart wearables field for over a decade, accumulating substantial technical expertise and market insight. This time, the HUAWEI WATCH Ultimate 2 introduces a number of innovative functional upgrades, the most significant being its all-terrain, all-scenario communication capabilities, which break through the traditional communication boundaries of smart wearable devices. At ISPO BEIJING 2026, we received considerable praise and recognition, and we hope that these products and features will be genuinely appreciated and embraced by consumers in the broader market. We firmly believe that the greatest value of technology lies in continually expanding the boundaries of human exploration. All our future innovations will remain centered on the real-world needs of every outdoor explorer.

Dongliang Hong, General Manager, Guangzhou ZHUFENG Outdoor Products Co., Ltd.

This marks ZHUFENG's first appearance at ISPO, but as a long-term friend of the exhibition, I clearly feel the outdoor boom is returning this year. The event was exceptionally well-attended, and the organizers' services were meticulous and thoughtful, making us exhibitors feel both gratified and welcomed. We believe that with our dedication to outdoor technology, respect for design, understanding of the industry, and sincere commitment to serving outdoor enthusiasts, ZHUFENG is ready to reach even greater heights.

Zhencai Jiang, CEO, Cortina Group China

Making outdoor products part of everyday life has become an industry consensus and goal. At ISPO BEIJING 2026, we observed a clear demand and trend toward the fusion of functionality and fashion. Visitors are also becoming more knowledgeable—many could discuss performance and technical details with us while examining products firsthand. Some of their suggestions were invaluable and will help us continuously refine Safety Jogger's offerings.

Zhengzhi Kang, Head of DAC China

The event atmosphere was vibrant at ISPO BEIJING 2026, with noticeably higher foot traffic than in previous years. Today's consumers not only show greater interest in outdoor brands but also demonstrate higher product awareness and more specialized, in-depth understanding. This reflects positive evolution in the market and user base. We also consider the fast-changing nature of youth culture and trends, offering users ample room for personalization within a sustainable framework. This allows individuals to incorporate their own fashion sensibilities, cultural expression, and personal style—an important direction for our brand's future development.

Huilong Li, Chairman, Wenzhou PolarBlue Technology Co., Ltd.

It is both an honor and a valuable opportunity to present ZAIO's high-end innovative products through ISPO BEIJING 2026. We observed that the sports eyewear segment is undergoing a two-way upgrade: toward hardcore technology and refined, specialized demands. The market has made strong response to our products' three core qualities—'sustainability + high performance + detail optimization'. We also gathered

several valuable suggestions on product design and functional optimization at the event, and reached cooperation agreements on equipment partnership with outdoor event organizers. This has laid a very solid foundation for our subsequent expansion into professional events and deeper market penetration.

Licheng Li, Brand Manager, Tajazzo

Despite the cold weather in Beijing, the exhibition remained highly popular, demonstrating the enduring vitality of the outdoor industry. Professional visitors made up a significant proportion, including business partners such as distributors, brick-and-mortar retailers, and online channel providers, as well as outdoor professionals and enthusiasts like event organizers and experienced participants. ISPO consistently gathers a large community of outdoors-focused professionals, which has enabled Tajazzo to build a lasting, stable partnership with ISPO as we jointly promote the healthy development of outdoor culture and the market.

Haoyu Liu, Marketing Director, Camel Equipment

The CAMEL Group presented two major brands this year: Himalaya, focused on professional high-altitude gear, and Penguin, tailored for the public's outdoor lifestyle. As a long-time exhibitor at ISPO, I noticed the emergence of many niche brands targeting specific market segments, signaling that the outdoor industry is moving toward greater specialization and diversification. We thank the organizers for building this collaborative platform, which provides valuable opportunities for dialogue among brands and industry

partners. We plan to take part in ISPO SHANGHAI 2026 and look forward to growing together with ISPO and our peers in the industry.

Yushan Liu, General Manager, Fujian Qudong Outdoor E-Commerce Co., Ltd.

ISPO has always served as a vital platform for industry exchange. Here, we reunite with old friends, meet new partners, and gain insights into the latest industry trends. In the past, VECTOR's design style had limited acceptance in the northern market, but this year, the distinctive pink-themed booth we created has received positive feedback from many northern users and dealers. This indicates growing market recognition for diverse design aesthetics and for brands like ours that focus on women's and children's products. I am very grateful to ISPO for consistently providing such opportunities for industry exchange, facilitating information flow and collaboration. We are also delighted to be part of this community year after year, meeting, growing, and advancing together with all of you.

Maria Carme Valls , Chief B2B Sales Officer-BUFF

We aim to keep advancing sustainability while maintaining practical performance, and another key priority for us is to increase B Corp certification. Regarding the China market, what we are seeing here is quite different from the European trade environment, this event is important for KOLs to get to know our brand. This exposure can lead to future online sales. We also look forward to connecting with more international brands in the coming days.

Pengcheng Tu, Domestic Sales Director, FireMaple

This edition of ISPO BEIJING 2026 enabled us to connect directly with frontline users who truly understand and love outdoor products. Many content creators actively visited our booth, including numerous mid-tier influencers. They are not only outdoor enthusiasts but also possess deep, professional knowledge of outdoor gears. Their discussions focused on practical usage scenarios and product details, reflecting the outdoor content ecosystem's shift toward greater professionalism, segmentation, and authenticity.

Chengxiang Wang, R&D Manager, Taihua High-tech Dyeing and Finishing (Jiaxing) Co., Ltd.

We observed highly encouraging trends at ISPO BEIJING 2026. From professional fabrics and functional apparel to the wide range of equipment, the overall displays demonstrated impressive professionalism and innovation. The traffic in the halls was robust, and the visitors were highly knowledgeable, reflecting the thriving development of the outdoor industry. We look forward to offering outdoor enthusiasts more professional and environmentally friendly product choices.

Chongwei Wang, Brand Partner, UTO

ISPO BEIJING is packed with attendees every year, reflecting the outdoor industry's growing appeal among professionals, enthusiasts, and visitors, as well as its continuously rising popularity. One very notable and encouraging trend at ISPO in recent years is that more and more brands are choosing to launch new products, promote brand through KOLs, and host live e-commerce broadcasts here. Today's ISPO has long transcended

the traditional exhibition format, and become a key stage for brands to connect both offline and online.

Wayne Cann , 511 亚太区总经理

Regarding the exhibition experience at ISPO, we are very pleased to have partnered with Sanfo as our exclusive distributor in the Chinese market and at ISPO BEIJING. This marks our first joint exhibition with them, and we are thrilled with the response—the booth has been bustling all day. It's truly inspiring to see so many brands come together, each showcasing their unique products. We are very excited about the opportunities ahead for 5.11 in the China market.

Minxin Yao, General Manager, Shenzhen Shengqi Lighting Technology Co., Ltd.

WUBEN Lighting focuses on continuous fashion innovation to maintain product vitality, centered on the principles of "ease of use, aesthetics, and fun." Through original design and rapid iteration, we establish a dynamic, sustainable rhythm between fashion and function. The visitors at ISPO BEIJING 2026 was highly targeted, consisting mostly of professionals with deep outdoor knowledge. Their feedback was exceptionally insightful. ISPO serves as a very effective platform for precise brand exposure, new product launches, and industry engagement.

Xiaotong Zeng, Marketing Director, 318

Our new product, the "Tiantong Satellite Walkie-Talkie," launched at ISPO Beijing, received an enthusiastic response, and the interactive atmosphere in our activity area was

lively. We also held in-depth exchanges with several event organizers, who expressed strong interest in 318's communication equipment for enhancing safety in sports like trail running, cycling, and skiing. Moving forward, we hope ISPO can invite more event organizers to participate in the show, creating further cooperation opportunities that will help us continuously optimize our products based on market feedback and better serve our users.

Xiaoshuai Zhang, Brand Manager, Aotain

Ten years ago, we first connected with ISPO representing foreign brands. After five or six years of development, our own brand has steadily progressed from the domestic market to the international stage, successively entering broader markets such as Europe, the Americas, Japan, and South America. At ISPO BEIJING, we have witnessed more and more outstanding domestic brands taking the spotlight and observed their strides onto the global stage. This also underscores the significant rise in the strength and influence of Chinese brands.

Yu Zhuang, Brand Manager, Nanjing B.C. Sports Products Co., Ltd.

In recent years, we have witnessed the continued growth of numerous domestic and international outdoor brands, with the rapid rise of Chinese brands being particularly impressive. Lowa participated in ISPO BEIJING years ago, and this year's presence was as popular as ever, attracting a steady flow of genuine outdoor enthusiasts and industry partners. This reflects the sustained momentum of the outdoor market and the increasingly vibrant industry ecosystem.