

Breaking Through and Co-creating: ISPO SHANGHAI 2026 Concludes with Great Success

Shanghai, July 5, 2026 — The three-day ISPO SHANGHAI 2026 came to a successful close at the Shanghai New International Expo Centre. Guided by the theme of "Empowering Industrial Breakthrough and Co-creation," this year's edition brought together nearly 500 sports and outdoor brands from over 20 countries and regions, spanning 30,000 square meters of exhibition space, and attracted over 26,000 professional visitors and sports enthusiasts from 99 countries and regions. The show effectively built a high-efficiency platform connecting brands, channels, communities, and consumers, injecting new momentum into the sports and outdoor industry amid a changing landscape.

International Praise for ISPO SHANGHAI: Lightweighting and Sustainability Trends Validate Brand Directions

During the show, **Mr. Jeffrey van der Mars, Global Sales Director Packs, Bags & Luggage at Thule**, made a visit to ISPO SHANGHAI. He stated that his trip aimed to study competitor landscapes and identify outdoor channel trends to optimize product strategies for the Chinese and Asian markets. On-site, he clearly observed the strong momentum of lightweight materials, noting it was "a strong trend in lightweight materials." He also paid close attention to the integration of sustainability, durability, and fashionable design, as well as the annual popular colors. What excited him most was that **the innovation directions presented at the show closely aligned with the brand's internal R&D paths**, reinforcing their confidence in "being well-positioned to showcase our products in the outdoor channel in China and across Asia globally." ISPO SHANGHAI has become a **crucial decision-making platform where global buyers verify trends and calibrate their strategies**.

Product Power Unleashed: From Functional Specifications to Deep Scenario Engagement

At this year's show, competition in product power shifted from mere parameter comparisons to a **deep response to users' real-world scenarios**.

The **ISPO Textrends S/S 2028** showcased a collection of cutting-edge functional fabrics and innovative technologies, offering trend guidance for brands to enhance efficiency and reduce costs during product development. During the show, special trophies were awarded to the "BEST PRODUCT" winners, recognizing their technological breakthroughs and product innovations in the functional textile sector.

The **ISPO CHOICE China Market** product power list selected its **Top 10 Winners** after two days of rigorous on-site evaluation by a jury of experts, sports influencers, and professional visitors. Based on five key dimensions, it provided a professional and market-relevant benchmark for both buyers and consumers.

Concurrently, the influx of numerous new brands injected fresh energy into the industry. Particularly in **segmented scenarios** such as high-altitude climbing, long-distance trail running, day hiking, weekend getaways, and urban outings, brands introduced products with more precise positioning and targeted solutions. A strong emphasis on functionality in mountain outdoor products re-emerged, with **lightweighting, protection, and scenario adaptability** becoming key competitive differentiators.

Expanding Demographics: Women, Kids and Pets Opening New Growth Avenues

This year's exhibition demonstrated greater **inclusivity and forward-thinking** in its audience reach.

The **Women Sports** segment moved beyond simplistic "gender labeling" to

focus on solving real problems. The **"Women in Motion Lab"** directly addressed genuine pain points such as support, stability, menstrual adaptation, and load carriage, shifting the conversation from discussion to actionable solutions for women in sports.

ISPO continued to focus on the **Kids outdoor** ecosystem. The show brought together quality children's outdoor brands, showcasing professional gear, innovative scenarios, and immersive experiences. Concurrently, **the 12th ISPO SHANGHAI Youth Floorball Championship** was held, providing a high-quality platform for parent-child outdoor interaction and setting a new trend for healthy children's outdoor activities.

Pet outdoor emerged as one of the most-watched new trends at this year's show. "Pet-friendly outdoor activities" have evolved from a niche interest into a completely new consumer category. The rapid rise of diverse sectors, including pet outdoor travel brands, pet-friendly outdoor clubs, human-pet trail running events, pet-friendly campsites, and pet outdoor theme parks, underscored this growth. The ethos "Explore the Wild with Your Pet, Break Boundaries and Co-create" pervaded the pet outdoor exhibition zone and the concurrent **"Walking Together in the Wilderness: Pet Outdoor Ecosystem Salon"**, showcasing a complete pet outdoor ecosystem taking shape, from gear and communities to events.

Deepening Sustainability: From Shared Vision to Industrial Standards

Sustainability was no longer an accessory but a core industrial thread running through both the exhibition areas and forums.

The **ECONOVA Sustainable Fashion Co-creation Plan** continued to deepen. On-site, the **"2027/28 AW Asia Sustainable Sports Fashion Trend Report"** was officially released, and the China Fashion Color Association, along with several authoritative organizations, launched the **"Sustainable**

Fashion Textile Color Application Specification Part 1: Polyester and Nylon Textiles" group standard. This standard fills a gap in China's sustainable textile color application technology, establishing a full-chain specification covering material selection, coloring processes, digital management, and circular labeling, pushing sustainable fashion from advocacy to enforceable technical standards.

The **ISPO Sustainability Area**, in continued deep collaboration with the SEE Foundation, used a circular market, experiential workshops, and action case studies to build an innovative bridge between the industry and the public good. During the concurrent **ISPO Shanghai Mountain Sustainability Seminar**, ISPO brought together diverse stakeholders – government, research institutions, project operators, investors, internet platforms, environmental groups, and brands – to discuss collaborative industrial development concepts, practical experiences, and future pathways centered on "Safety First Outdoors" and "Ecological Trails." The seminar also initiated the collection of feedback for the **"China Outdoor Eco-Trail Sustainable Development Consensus."** Guided by the core philosophy **"Together with Nature, Trails for the Future,"** the consensus outlines five key principles: **Ecological Priority, Minimum Intervention, Multi-party Co-governance, Rational Utilization, and Benefit Reflux.** Through continuous practical accumulation and open collaboration, it aims to guide China's ecological trails towards a more scientific, standardized, and sustainable future.

Player First: Community Co-creation for Authentic Sports Experiences

This year's show further reinforced the interactive logic of "putting players first." From open climbing challenges, cycling modification culture displays, to pet-friendly outdoor experiences, sports enthusiasts shifted from passive observation to active participation.

The Foot Tells zone invited champions and real runners to co-create a "True

Experience Guide for Full-Scenario Running Shoes," putting products back on real feet and tracks. The **ISPO Club 5X5 Challenge** linked five themed exhibition zones, bringing a sports obstacle course into the show, where gear was used, documented, and shared in authentic scenarios. With a greater diversity of content from KOLs and influencers, and a noticeable increase in the professionalism and engagement depth of the enthusiast community, the show created a high-frequency, high-quality interactive loop between brands and users.

Forum Synergy: From Trend Insights to Practical Implementation

The multiple high-level forums held concurrently offered a complete methodology, moving from macro trends to micro-operational tactics.

The **GOIF×ISPO Outdoor Industry Development Forum** focused on consumption trends, material innovation, and vertical track ecosystem building, delivering replicable growth models. The **Sports Fashion Trend Forum**, in collaboration with authoritative institutions, released core trends in functional textiles and sustainable fashion. The **Urban-Outdoor Synergy: New Logic for Omni-channel Growth of Outdoor Brands**, co-hosted with Digital 100, explored how brands can deeply integrate their "professional DNA" with "urban aesthetics" to precisely match target demographics, scenarios, and channels in a market with diversified demands.

ISPO SHANGHAI 2026 has successfully concluded, yet the product insights, demographic explorations, and industrial synergies it sparked will continue to resonate.

ISPO will explore creating customized business scenarios for diverse industrial ecosystems, seeking more solutions for practitioners and designing better experiential models for consumers. It will continue to drive the Chinese sports and outdoor industry towards high-quality, sustainable, and co-creative growth

amidst ongoing transformation. We look forward to reuniting next year!

Statements

Adam Inglis, Product Development Coordinator, Wild Earth Australia Pty Ltd.

It's my first time at ISPO SHANGHAI, and I'm having a good time. When you're interested in gear like I am, it's pretty fun to walk around all of the exhibitors and see what's on offer. We are most interested in the outdoor category, mostly hiking, camping, and backpacking style, and also a little bit of running — trail running and mountain sports. Our customers these days are becoming more and more concerned with sustainability — both in terms of the product itself, and also the packaging, and how it is delivered and produced. These sustainability factors are also a big concern for us when we're looking for suppliers.

James Chen, Channel Sales Manager, Fujian Daqqab Outdoor Equipment Co., Ltd.

ISPO SHANGHAI felt like a gathering of rising stars, with new talents emerging in every field. In terms of product power, they are definitely comparable to major brands, and they're telling their own stories and brand philosophies with a strong focus on practicality and functionality. There's a clear trend towards de-branding and emphasizing function. We've also observed the pet economy growing stronger over the past two to three years. Many consumers with large dogs have a genuine interest in outdoor hiking or travel and are looking for professional gear to accompany them outdoors. Also, from conversations with outdoor stores, multi-brand shops, and supermarkets at our booth, they've conveyed that regardless of brand recognition, they're willing to partner with brands that are sustainable, low-carbon, and environmental-friendly, offering responsible commitments to consumers. I believe this reflects a future trend in China's outdoor industry.

Jialong Chen, Assistant to GM, Shanghai g-trek Outdoor Gear Co., Ltd.

(HI-NEW-TEX)

I felt that this year's ISPO SHANGHAI was more inclusive and diversified. Exhibitors covered various outdoor-related brands and incorporated the "Pet Outdoor" track. HI-NEW-TEX, built on our long-term technical expertise serving top outdoor brands and our experience in the fabric industry, launched our own brand this year and made a significant foray into this new area by introducing pet-specific outdoor tents.

Johnson Chen, Sales Division General Manager, Hong Kong Duraflex Co., Ltd.

Duraflex is committed to creating safe, orderly, and high-value innovative products under the mission "Fasten to the Future." In sustainability, we have long led in environmental certifications and restricted substance management, sharing practical experience to drive green development across the entire industrial chain. Functionally, we integrated newly acquired group technologies for the first time, significantly enhancing user experience with our signature intuitive fastening system and expanding application scenarios. Our exhibits also showed a trend towards lightweighting and minimalism in fashion, reflecting a return to rational consumption and adapting to contemporary aesthetics with simple designs. At ISPO SHANGHAI, we witnessed an upgrade in industry logic: immersive scenarios are replacing pure selling, strengthening the connection between people, products, and nature, effectively igniting public enthusiasm for outdoor lifestyles.

Liqing Fu, Design Director, Hangzhou Pioneer Camp Sports Technology Development Co., Ltd.

This year's ISPO SHANGHAI was bustling with a constant flow of people. I had great exchanges with many outdoor enthusiasts, bloggers, and influencers about products. They were all incredibly knowledgeable, like product managers themselves, and I learned a lot from them. As a brand, we carefully listen to advice and repeatedly refine our products. We believe the most important thing for an outdoor brand is to excel in professionalism, as the outdoors involves

risks, and we consistently advocate for safe outdoor activities. I hope ISPO continues to thrive.

Linjun He, ZUX Project Manager, Guangzhou Kexin Sporting Goods Co., Ltd.

ZUX is a professional brand focusing on trail running and marathon apparel, defined by three core keywords: Passion, Breakthrough, and the Unknown – a love for running, a continuous push for self-improvement, and a yearning for future exploration. Our participation in ISPO SHANGHAI was highly rewarding. We felt immense enthusiasm for running, especially trail running, which aligns perfectly with our brand philosophy. Moving forward, we will continue to provide runners with stylish and professional gear to empower every run.

Kaiyang Hsu, Asia Pacific Marketing Manager, Consumer & Industrial, DuPont™ Tyvek®, DuPont (China) Research & Development Management Co., Ltd.

This was the first time for DuPont™ Tyvek® at ISPO SHANGHAI. We've noticed that brands and consumers are placing greater importance on material selection. They're no longer focused on just one aspect but desire products that combine sustainability, functionality, and fashion. As the market trends towards this multi-functional integration, ISPO SHANGHAI has accurately captured the intersection of these three key attributes.

Jing Huang, Brand Lead, ZHIWAI, Chun Nian Clothing (Shenzhen) Co., Ltd.

ZHIWAI is a sports lifestyle brand. This year at ISPO SHANGHAI, we launched new sportswear with a more feminine aesthetic. Distinguishing ourselves from the typical hardcore functional styles on the market, we aim to share our brand philosophy of “integrating sports into daily life” with more consumers. The show attracted huge crowds, including many different user types like buyers and influencers who showed great interest in our products. We feel this exhibition was incredibly rewarding and fills us with confidence in ZHIWAI's future.

Karis Kim, Overseas Business Director, Hilight Brands Co., Ltd.

This is Sierra Designs' first time participating in an ISPO show in China, and we are preparing to enter the Chinese market. At ISPO SHANGHAI, we learned a great deal about fashion trends, fabric development, and high technology in China's apparel market. We hope to make progress together with our peers in the Chinese apparel industry.

Chang Liu, General Manager, Tianjin Rock & Roland International Trading Co., Ltd.

The audience scale at ISPO SHANGHAI this year far exceeded expectations. Consumers and channel partners are no longer solely focused on the product itself but show strong interest in brand stories, cultural connotations, and R&D processes. With today's efficient information dissemination, the public values a brand's core values and authentic narratives, pushing us to deepen our R&D concepts and enhance market awareness and acceptance through stronger daily practicality. DAKAR will continue to focus on luxury outdoor, business casual, and self-driving scenarios, strengthening aesthetic quality and brand identity while upholding our unique cultural values. Functionally, we focus on comfort and lightweighting, optimizing single-item styling for daily wear. In terms of fashion, we continue to integrate trail aesthetics into practical daily outfits, balancing practicality with sustainable development.

Congshan Liu, Marketing Director of Lundhags, Topsun Outdoor Equipment Technology Co., Ltd.

The most fundamental aspect of outdoor products is to get the functionality right, truly adapting to outdoor environments. This aligns with our brand's commitment to long-term sustainability – not needing to change clothes for different locations, with one piece suitable for most outdoor scenarios. We believe the most sustainable way is to make a product last for many years, embodying what is often called "long-termism" – a product that can last a lifetime. As a brand from Sweden, Lundhags has a natural dedication to sustainability. Given ISPO's authoritative position in the global outdoor industry and its ability to attract high-quality professional audiences, media, and industry resources, we chose this platform without hesitation to make our sustainable

values and brand value known to more people.

Haoyu Liu, Operations Director, Camel Club, Guangzhou Himalaya Outdoor Products Co., Ltd.

ISPO SHANGHAI integrates outdoor brands from various segments. We look forward to seeing more international brands at the show, fostering competition and exchange between local and international brands, which will promote the sustained development of outdoor sports in China. The Himalaya brand has dedicated R&D to product functionality for extreme high-altitude environments, with notable performance in waterproofing, breathability, and abrasion resistance. Regarding sustainability, the Himalaya H5500 series hard shells also use fluorine-free, environmentally friendly EPF materials.

Yinmei Liu, Marketing Manager of Overseas Brand Localization Operations, Jiangsu Sanfo Outdoor Industry Development Co., Ltd.

This is our first time returning to ISPO SHANGHAI in recent years, and we could feel the audience's great enthusiasm. We saw many familiar faces from social media, who are well-dressed, energetic, and represent the core demographic for outdoor leisure lifestyles. They showed great interest in the TOPO DESIGNS, and we were delighted to connect with consumers in Shanghai at ISPO.

Hengmin Lu, Design Director, Zhejiang Qingche Garments Co., Ltd.

In sustainability, we believe product durability is key, so we focus on enhancing quality to extend product life. Functionally, we tailor products to specific scenarios, accurately incorporating performance like breathability, insulation, waterproofing, and temperature control. Through aesthetic design, we empower products with stronger self-expression. Our strongest impression is that outdoor sports have become deeply integrated into daily life, no longer a casual activity but a normalized lifestyle. Furthermore, various cutting-edge technologies and concepts are rapidly being transformed into products, requiring us to simultaneously enhance manufacturing, design, R&D, and aesthetics. This is CONNER RUNNER's second appearance at ISPO, and we

look forward to deepening collaborations to deliver increasingly competitive high-quality products.

Jianhua Lyu, General Manager, Longym (Guangzhou) Sports Technology Co., Ltd.

LONGYM's goal is to focus on Chinese consumers by creating protective gear better suited for them, incorporating Chinese technological strengths like electronic design and intelligent modifications. Here, we connect with many professional visitors who have excellent knowledge, diverse sports habits, and a variety of scenario-based needs, providing us with valuable opportunities for product and brand improvement. Each time we visit ISPO SHANGHAI, we notice significant changes. This year, we clearly saw a leap in product fashionability, with more stylish brands and products, and many more brands focusing on functional grading and scenario-based segmentation. This demonstrates the vibrant development of China's sports industry, with more users embracing sports and exploring niche scenarios, which is a very positive trend.

Qian Rao, Head of Brand Operations, Snowline & OMU, Snowline Shanghai Sports Goods Co., Ltd.

We participate in ISPO SHANGHAI every year. This year, we observed more domestic and new brands joining, a more youthful atmosphere overall, and significantly higher audience interest in outdoor activities and sustainability compared to previous years. Previously, people seemed more focused on new product showcases or the show's content and activities. This year, however, there was a notable increase in interest towards concepts like environmental protection and long-termism.

Chongwei Wang, UTO Brand Partner , Shanghai UTO Industry Co., Ltd.

UTO is consistently dedicated to the deep integration of functionality and fashion. We collaborate with global leading functional yarn brands and, as a pioneer in seamless one-piece base layers, have successfully appeared at Shanghai Fashion Week, bridging the gap between professional sports and

high fashion. At ISPO SHANGHAI, we felt the outdoor sports enthusiasm remains high, but the industry is entering a phase of stabilization. This demands more from practitioners – more profound product refinement and more thoughtful strategic thinking to thrive in this new stage.

Xiaolei Xu, Senior Manager, EC & Market Development, JETRO

This time, JETRO organized 20 companies and 21 brands to exhibit, with 7 brands making their debut. We presented new thinking on outdoor lifestyles and a more diverse range of products. The atmosphere was lively, fun, and engaging. The organizers created a rich variety of sports scenarios, allowing visitors to experience the charm and fun of sports while exploring the show. They also segmented the audience effectively, with dedicated zones for women's sports, children's sports, and pet outdoors. It shows the industry is moving towards greater depth, precision, and vertical integration. I feel that ISPO in China has evolved into a lifestyle platform. Here, it's not just about products and technology, but more about experience, sharing, and socializing. Through this platform, we can help more people fall in love with sports, understand them, and make sports a part of their lives. We hope ISPO SHANGHAI continues to grow and bring us even more excitement.

Tina Zheng, Marketing Director, SYSMAX Innovations Co., Ltd.

We've observed that visitors to ISPO SHANGHAI are becoming more professional in their requirements for gear. They focus more on volume and weight, and their expectations lean towards lightweight, reliable, and high-performance products. Simultaneously, the demand for lightweighting has expanded from professional users to the mass market. NITECORE always prioritizes functional innovation in product R&D. Through technological innovation, we aim to provide outdoor and professional users with more reliable, lighter, and more efficient experiences. In the future, we will continue to align with real user scenarios and collaborate with outdoor enthusiasts to advance product development.

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

This time at ISPO SHANGHAI, we brought the US-based wool sock specialist brand, Darn Tough. Regarding product sustainability, Darn Tough offers a Lifetime Warranty program: socks worn out during normal outdoor use are recycled, and the user receives a free replacement pair, ensuring raw materials are not wasted. This aligns perfectly with the values ISPO upholds, so we are very happy to be participating. This year, there were many professional visitors, and the active involvement of bloggers has brought faster and more direct promotion to brands and products. Their marketing angles are also more down-to-earth, which feels different from previous shows.