

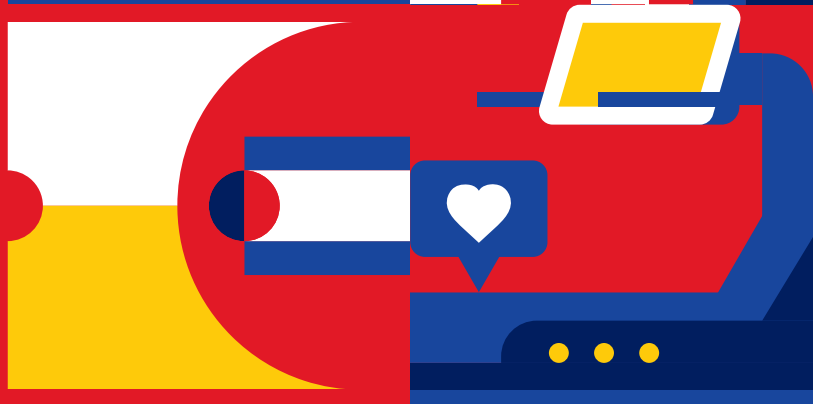
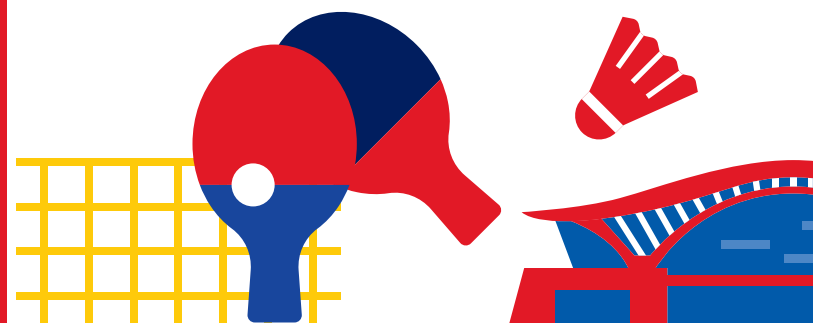


CHINA SPORT SHOW 2026 EXHIBITION REPORT

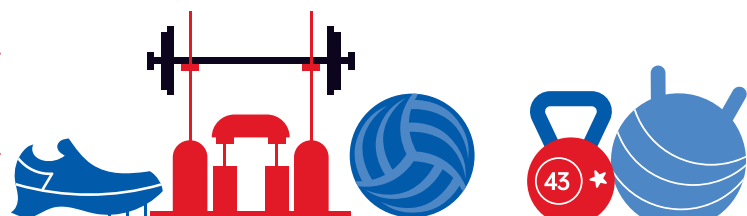
May 21-24, 2026

Xiamen, Fujian · China

Xiamen International Conference
& Exhibition Center



CHINA SPORT SHOW 2026



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OVERVIEW

From May 21 to 24, 2026, the 43rd China International Sporting Goods Show (CHINA SPORT SHOW 2026) was held successfully in Xiamen, setting new record highs in both the number of exhibitors and exhibition space. During the event, 2,020 exhibitors, together with domestic and international trade visitors, explored market opportunities across 200,000 square meters of exhibition space. The show attracted over 170,000 visits, including 5,700 overseas visitors. Nearly ten business matching sessions organized by the event's organizing committee received enthusiastic responses, with international trade visitors showing strong purchasing intent toward high-quality Chinese products. China's sporting goods manufacturing industry is gaining global competitiveness, and international visitors are demonstrating greater loyalty to China's supply chain.



Exhibition area
200,000+ sqm



Visits
170,000+



Exhibitors
2,020



Domestic trade visitors
59,907



Overseas trade visitors
5,700 from 110 countries and regions





EXHIBITORS

Facts & Figures

Total Exhibition Area



Total exhibition area(10,000sqm) **Growth (YoY) 26% ↑**

Total Number of Exhibitors



Total number of exhibitors **Growth (YoY) 11% ↑**



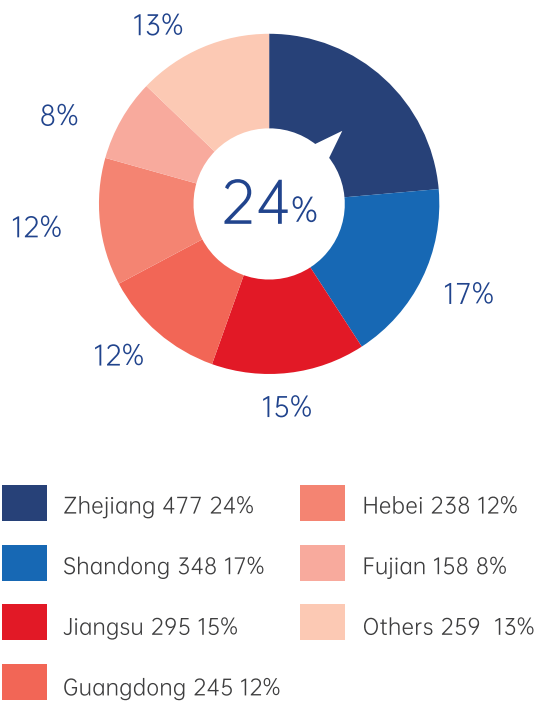
Regional Distribution of Exhibitors

In the Asia Pacific Fitness & Wellness Section, enterprises remained concentrated in the Zhejiang, Shandong, and Jiangsu clusters, accounting for 63%, 72%, and 61% of exhibitors from their respective provinces. Enterprises from Zhejiang mainly focus on home fitness equipment and lightweight training gear, while those from Shandong specialize in commercial fitness equipment and accessories.

In sports venue facilities, sports flooring materials, and venue craftsmanship, Guangdong and Hebei clusters demonstrate strong representation, accounting for 26% and 31% of exhibitors from their respective provinces.

In sports apparel and ball games products, enterprises from Zhejiang and Guangdong provinces continued to lead, making up 26% and 37% of exhibitors from their respective provinces.

Overall geographic distribution of exhibitors



Asia Pacific Fitness & Wellness Section

The total number of exhibitors grew from nearly 1,000 in 2025 to over **1,100** in 2026, an increase of more than



Among the exhibitors:

Professional gym equipment	up over 30%
Rehabilitation and well-being products	up over 25%
Fitness equipment supply chain products and services	up nearly 20%
Small-size fitness and training equipment	up nearly 25%
Home fitness equipment (complete machines)	up 10%
Home massage and wellness products	up 13%

The industry has entered a new phase of upgrading toward intelligence and innovation, presenting a diversified new landscape characterized by intelligence, segmentation, and globalization. AI computing power and digital technologies are deeply empowering all types of fitness equipment, driving a fundamental shift from traditional manufacturing to smart manufacturing. This year's China Sport Show showcased the smart transformation achievements in the commercial fitness sector, where AI is no longer an add-on feature but a core engine reshaping product experiences and service systems. Meanwhile, both gym and home fitness scenarios are seeing a rapid shift from simple workout tools to scientific training systems.

APFIT
FITNESS & WELLNESS

**BRAND
NEW**

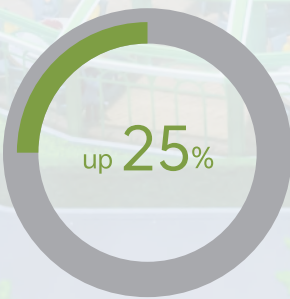


Sports Venue Craftsmanship & Equipment Section

The total number of exhibitors increased by **15%**.

Driven by technological iteration and evolving public demand, the smart development of sports venues holds vast potential. Digital and intelligent technologies centered on AI, big data, and the Internet of Things are becoming key enablers for solving venue operational challenges and upgrading health management. At this year's show, a wide range of new equipment, facilities, and materials for construction and operation of sports venues and spaces were unveiled. Moving forward, the industry will continue to move away from traditional operational constraints, revitalize underutilized venue resources, and transform sports venues into vibrant urban hubs integrating fitness, wellness, leisure consumption, and social gatherings.

- Sports flooring materials:
up **10%**
- Professional sports venue facilities and equipment:



Sports Consumption & Services Section

The number of exhibitors remains flat compared with previous show.

Emerging sports, particularly racquet sports such as pickleball and padel, remained highly popular. Equipment, gear, and accessories tailored to different users and scenarios were in high demand. Sports protection gear is rapidly going mainstream, shifting from professional sports events to application in everyday fitness, with steadily rising demand for lightweight, high elasticity protective products. Footwear and apparel have shed their single-function identity, deeply blending performance with style. Trendy sportswear suitable for daily wear has become a top choice for young consumers. Smart technologies are also powering up leisure sports gear, with new products like pressure-sensing soccer shoes and heart-rate monitoring smart basketball wear hitting the market, driving the traditional footwear and apparel industry toward smarter, higher-end upgrades.

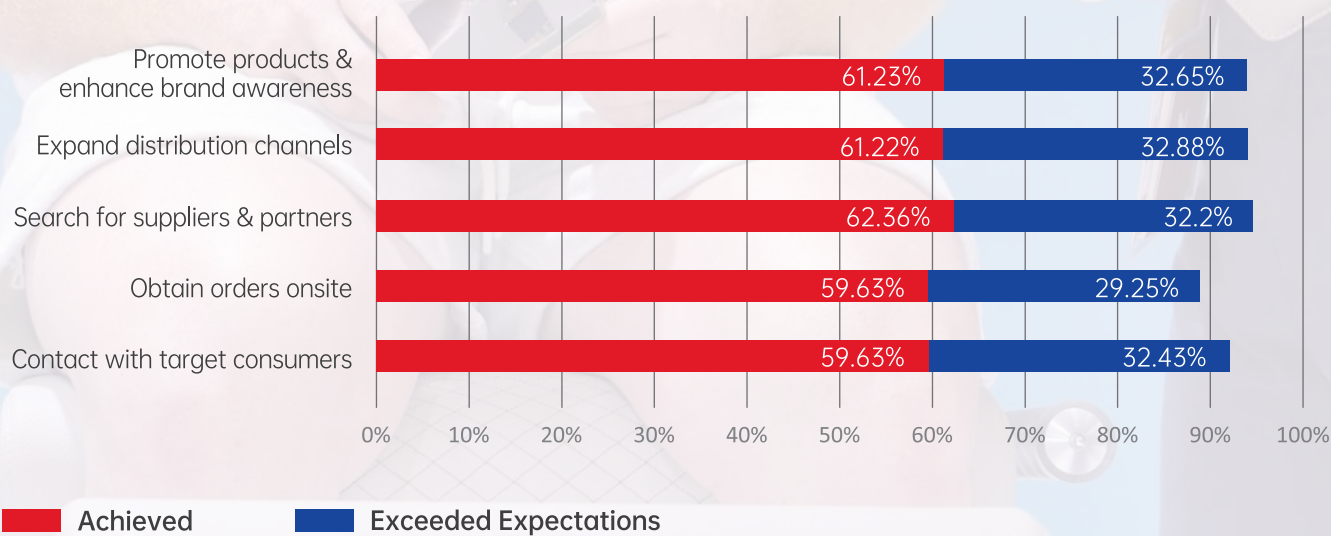
- Racquet sports (tennis, badminton, table tennis, etc.):



- Martial arts equipment:
up **10%**

Comments from Exhibitors

Exhibitor Goal Achievement (Met & Exceeded Expectations)





VISITORS

Visits in 4 days



Visits in 4 days **+41.6% ↑**

Overseas Trade Visitors (net)



Overseas trade visitors (net) **+42.5% ↑**

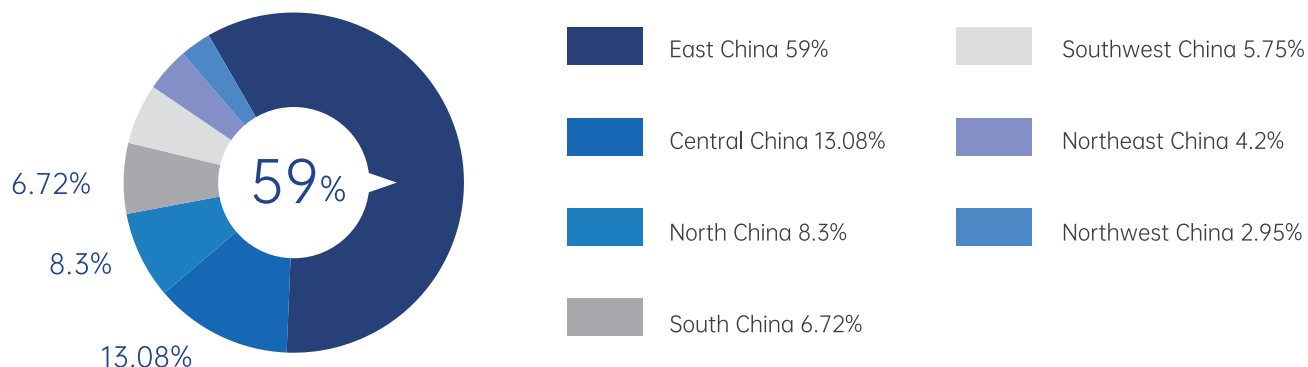
Domestic Visitors (net)



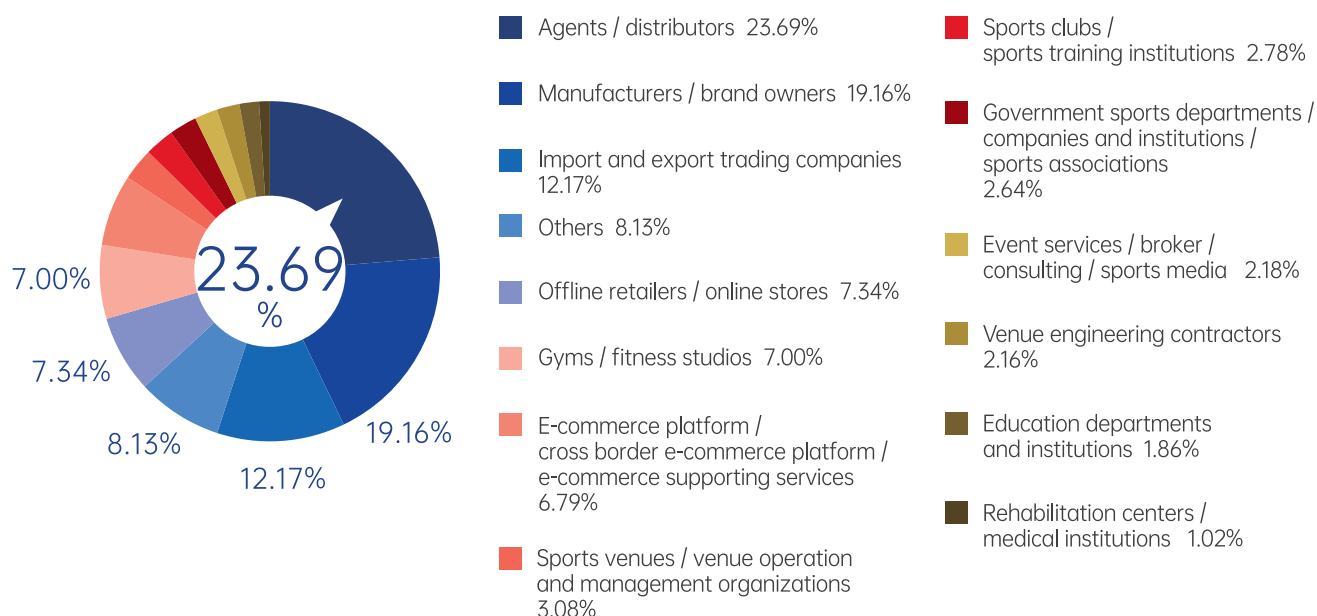
Domestic Visitors (net) **+30% ↑**

Domestic Trade Visitors

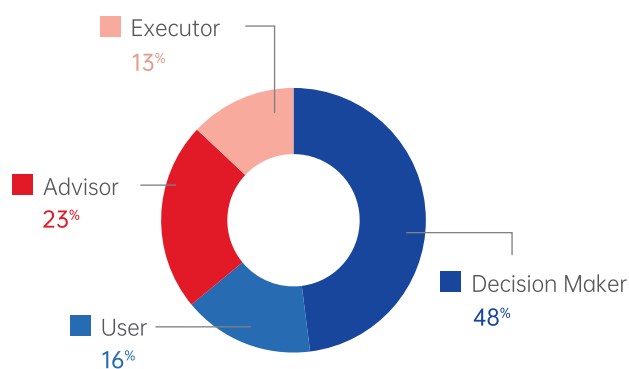
Regional Distribution



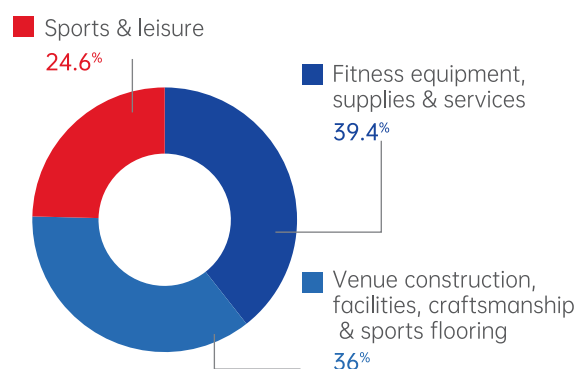
Nature of Business & Decision-making Level



Role in Procurement



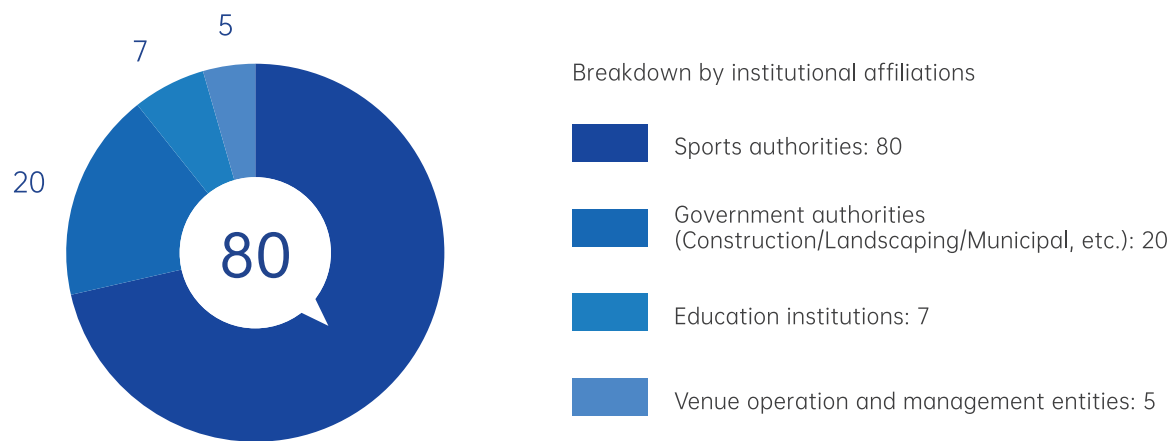
Main Business



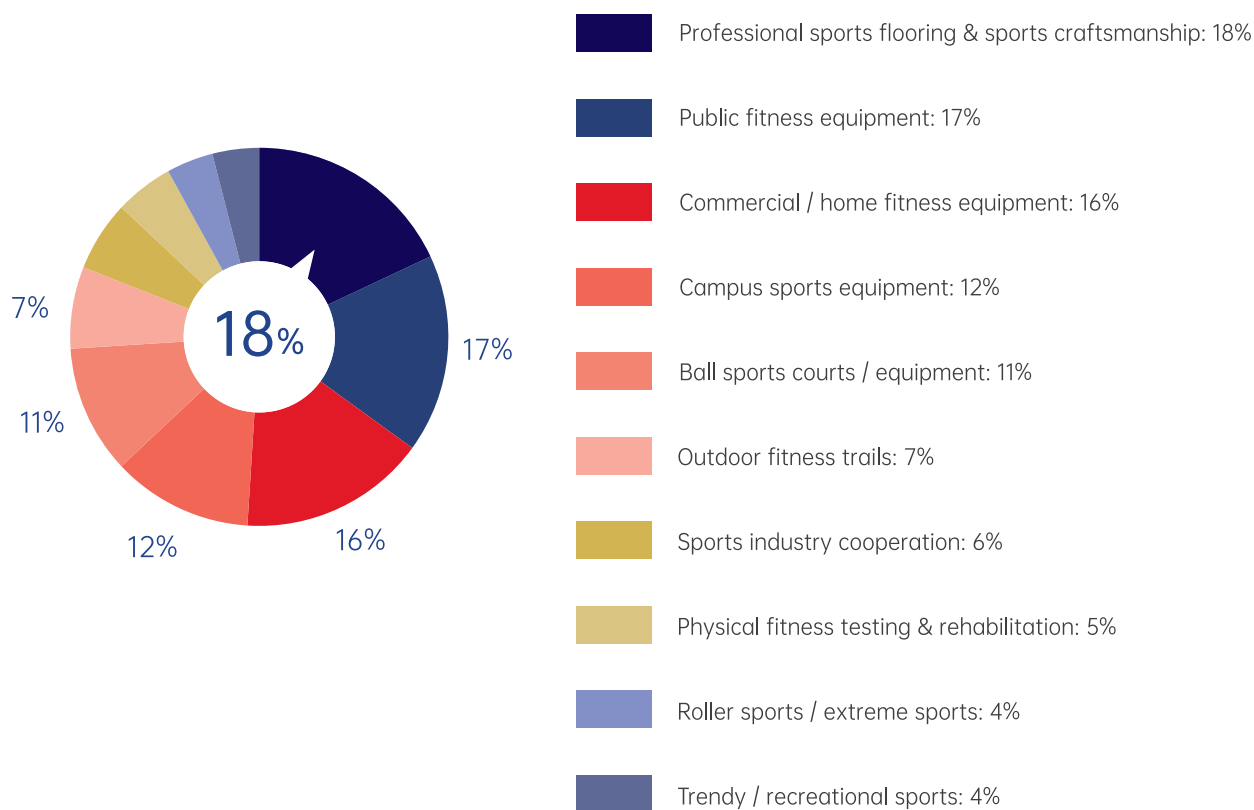
Domestic Non-commercial Visitors

Visiting Delegations

A total of **112** delegation groups consisting of over **1,800** visitors.

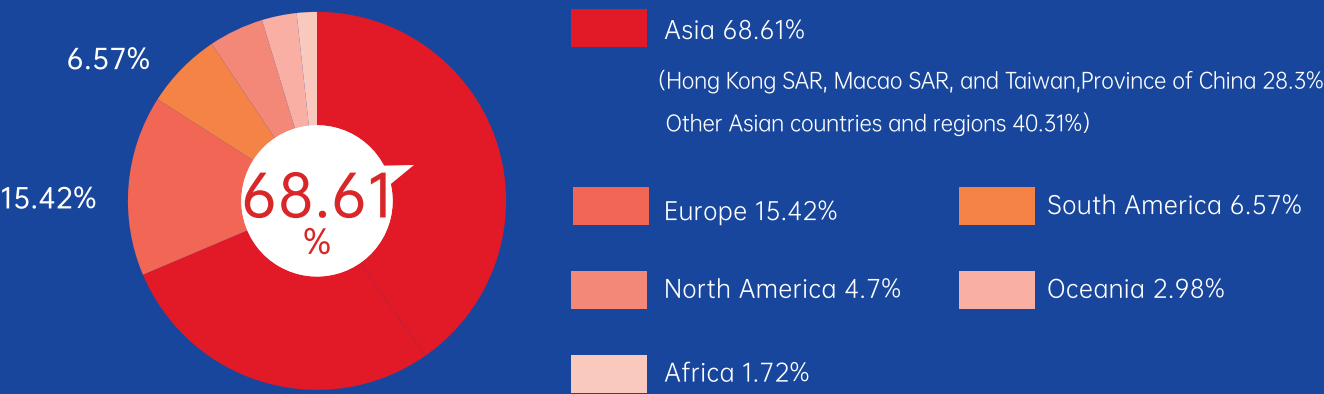


Key Areas of Interest



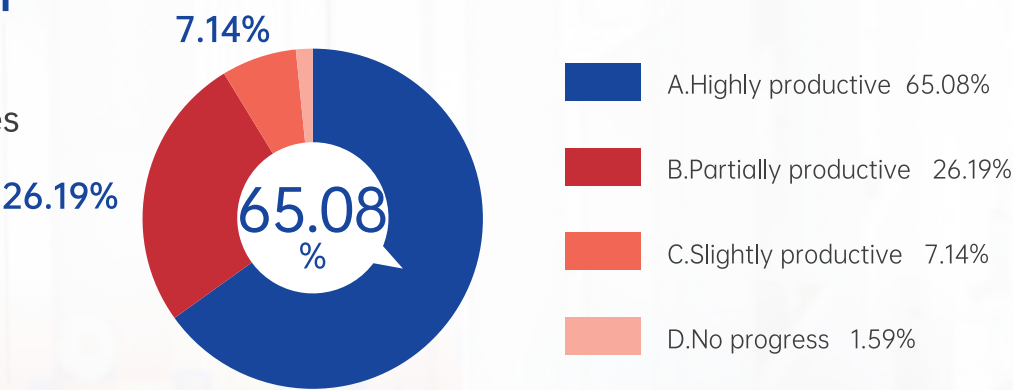
Overseas Visitors

Regional Distribution of Overseas Trade Visitors

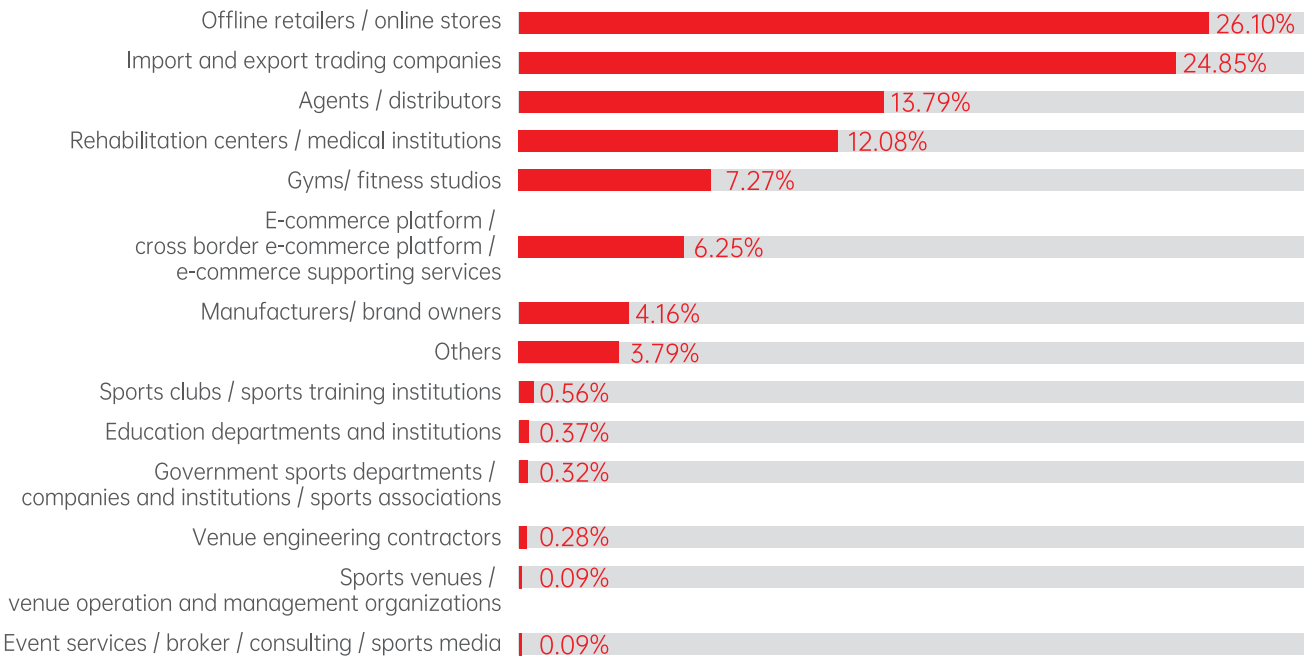


Overall Visit Satisfaction

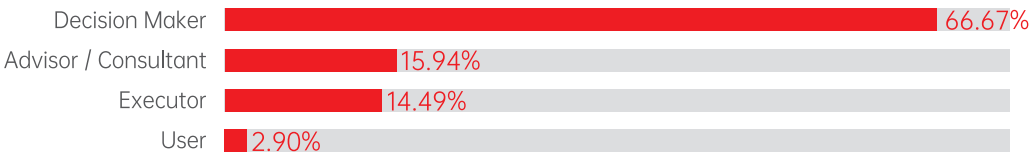
Satisfaction with Trade Services



Overseas Trade Visitors by Industry Sector



In terms of visitor composition, professional visitors made up the vast majority. **Trade-related visitors accounted for 70.99%** (including offline retail/online stores, import/export traders, agents/distributors, and e-commerce platforms), **while end-users accounted for 19.91%** (including rehabilitation centers, gyms, and sports clubs). **Together, these two categories made up the show's core professional visitors.**



By job title, **corporate decision-makers accounted for 66.67%**, indicating that the show attracted not only a large number of professionals but also **core visitors with purchasing and project decision-making authority.**

Overseas Trade Visitors: Areas of Product & Service Interest



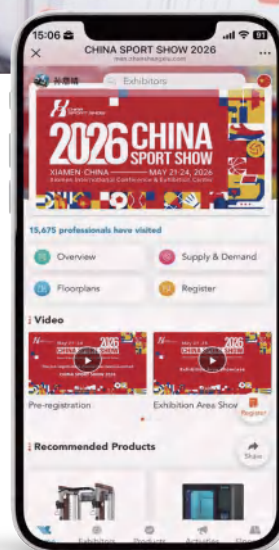
In terms of areas of interest, overseas trade visitors showed a clear tiered preference for products: nearly half (49.6%) focused on fitness equipment, around 30% (28.6%) on sports venue solutions, and approximately 20% (21.8%) on sports leisure products. **Fitness equipment emerged as the top procurement category of interest among overseas visitors.**



Business Matchmaking Services

Online "ExShow"
(Show & Matchmaking Platform)
Was Fully Upgraded
for the Entire Exhibition Duration

Page views: **280,000+**
Unique visitors: **15,000**



China Sport Show's Chinese-English bilingual online platform "ExShow" has earned broad recognition from exhibitors and visitors alike, with stable usage habits now in place. Core metrics such as page views, product uploads, and interactions remained largely steady. This year's show introduced new features including SMS alerts and real-time interactive floorplans. Combined with owned media promotion, overall usage frequency saw a notable increase over previous shows.



CONCURRENT EVENTS

One-on-One Business Matching Services

Three sessions for "Exhibitor-Buyer" one-on-one business matching were held, divided by product sections across three time slots. A total of over 400 participants from 236 companies registered, primarily domestic and overseas buyers, ensuring effective supply-demand matchmaking.



Premium Overseas Buyer (POB) Program

To further enhance the international reach and trade service effectiveness of the show, the organizing committee of CHINA SPORT SHOW 2026 upgraded its previous "VIP Overseas Buyers Program" to the "Premium Overseas Buyer Program (POB)". Built on the core principles of "targeted invitations, precise matching, efficient connections, and quality services," the program strengthens the show's international trade facilitation capabilities through optimized buyer services and enhanced business matching.

This year's show attracted 143 POB buyers from 84 companies across key markets—Southeast Asia, the Middle East, Europe, North America, and South America—further expanding global market coverage and procurement scale. Through identifying needs, precise matching, and on-site meeting arrangements, the program facilitated effective supply-demand exchanges and cooperation, and boosted matchmaking efficiency. Overseas buyers gave positive feedback on the show's organization, business services, and logistical support, with satisfaction and willingness to return continuing to rise.



Industry Exchange Conference



APFIT Industry Summit

As a key supporting event of the APFIT Asia Pacific Fitness & Wellness Section at CHINA SPORT SHOW 2026, the conference was themed "From Asia Manufacturing to Global Brands—The Deep-Sea Voyage of the Fitness Industry", featuring in-depth discussions on key industry topics such as globalization, smart manufacturing, digital operations, event-based fitness, and service ecosystem upgrades. Industry representatives from fitness equipment manufacturing, fitness service platforms, event operations, and digital technologies gathered to map out the future of China's fitness industry.





China Sport Show 2026 CSS Trends Release & Showcase

300+ ENTERPRISES INVOLVED

ONE OF THE OFFICIAL EVENTS

As a signature brand event of China Sport Show, CSS TRENDS served as a key platform for the "debut" and "experience economy" in sporting goods. From an industry perspective, it showcased and promoted trend setting sports products, bringing together the latest technological breakthroughs, product designs, and functional innovations in sporting goods manufacturing. The event also featured annual new products from both domestic and international exhibitors.

China Sport Show 2026 Sports Carnival



2026 CBBA National Fitness Championships & IFBB
World Fitness Championships Qualifier / CBBA PRO League



Les Mills City Tour & Ceremony Games



China Sport Show 2026 Sports Carnival – Fujian Provincial Roller Skating Open



CSGF Stadium Committee Work Conference – Matchmaking Event



China Sport Show 2026 National Fitness Products Premium Launch Event



China Sport Show Digital Sports Industry Conference



China Sport Show the 5th Sports Space Conference



China Sport Show the 8th Sports Venues and Facilities Industry Conference



MEDIA COVERAGE

Domestic Media Coverage

During the show, 26 national and regional media outlets were invited to cover the event, including Xinhua News Agency, People's Daily, CCTV Sports (CCTV5), CCTV News, CMG, Xinhuanet, China News Service, China Sports Daily, China Education News, as well as key Fujian and Xiamen local media like Fujian TV, Fujian Daily, New Fujian, Strait News, Xiamen TV, Xiamen Daily, Xiamen Evening News, Haixi Chenbao, and Siming News. During the four-day event, the national-local media matrix reinforced the show's social and industry influence while generating strong local visibility in Xiamen, delivering effective communication impact.

Growing Attention from Domestic Social Media and Increasing Media Value

📺 WeChat Official Account of China Sport Show:

138k+ subscribers, during China Sport Show 2026, with **80k+** views.

📺 WeChat Official Account of CSGF:

24k+ subscribers, during China Sport Show 2026, with **32k+** views.

📺 Douyin (Chinese version of TikTok) Channel of CSGF:

167k+ followers, **444.8k** views during China Sport Show 2026

📺 CSGF WeChat Channel of CSGF:

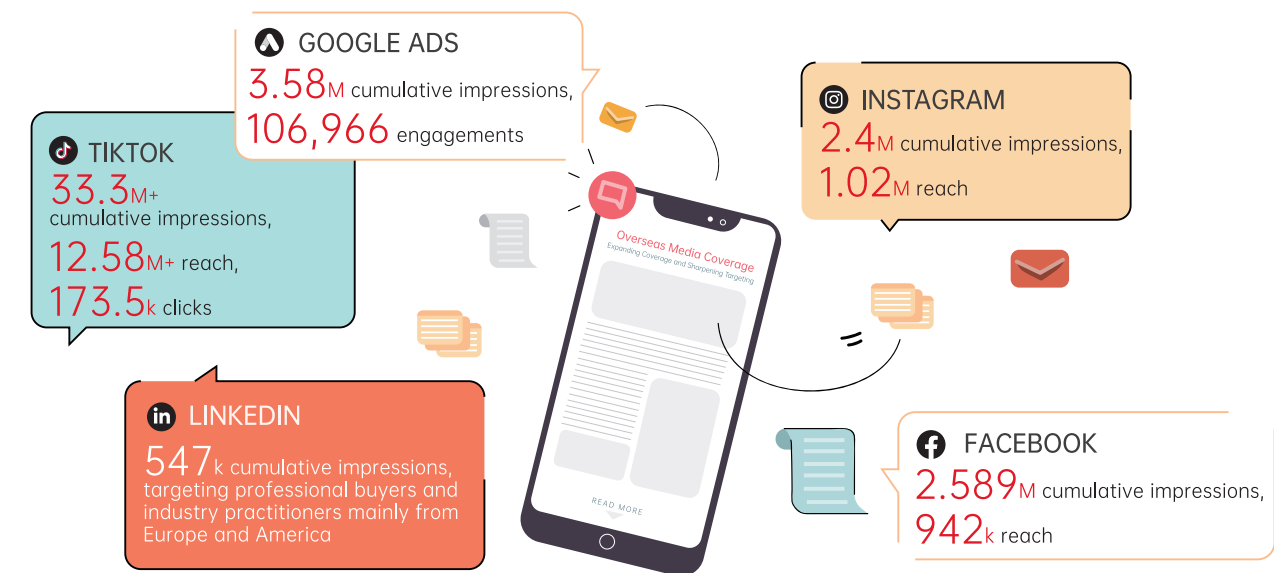
137k+ subscribers, **62k** views during China Sport Show 2026



Overseas Media Coverage

Overseas Social Media Expanding Coverage and Improving Targeting Accuracy

Greater emphasis was placed on targeted market reach and visitor conversion efficiency, shifting the overall communication strategy from broad coverage to precision outreach. A multi-platform overseas communication matrix was built across Facebook, Instagram, LinkedIn, TikTok, X (Twitter), and WhatsApp. Through a combination of content marketing, targeted advertising, and community engagement, overseas audience reach continued to grow.



FACEBOOK INSTAGRAM

Total followers exceeded **108k**

TIKTOK

Total followers reached **81k**

Hosted by

China Sporting Goods Federation

ZhongTiLian (Beijing) Sports Industry Development Co., Ltd

ZhongTiLian (Hainan) Sports Technology Industry Development Co., Ltd

Organized by

ZhongTiLian (Hainan) Sports Technology Industry Development Co., Ltd

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