



# 2024 CHINA SPORT SHOW

23-26, MAY

CHINA SPORT SHOW 2024  
EXHIBITION REPORT





Exhibition area:  
**180,000<sup>+</sup> m<sup>2</sup>**

Exhibitors:  
**1,613**

Visitors:  
**100,000<sup>+</sup>**

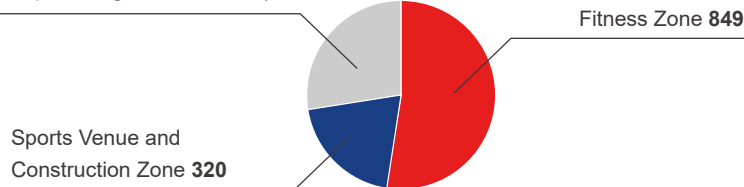
# OVERVIEW

The 2024 (41<sup>st</sup>) China International Sporting Goods Show (hereinafter referred to as "China Sport Show 2024" or the "Show") furthered consolidated its themed exhibition zones, namely Fitness Zone, Sports Venue and Construction Zone, and Sports Consuming and Services Zone. With an exhibition area exceeding 180,000 square meters, China Sport Show 2024 attracted 1,600+ exhibitors as well as more than 100,000 visitors including 3,000+ from overseas, all of which reached a historical high. Meanwhile, 20 forums and conferences, 4 technical seminars, 9 business matchmaking activities, and 16 exhibition hall activities were held concurrently, covering a variety of forms such as exchanges and meetings, technical seminars, business matchmaking, award ceremony, report release, investment promotion, publicity and training, themed salons, and public engagement activities. Overall, China Sport Show 2024 has basically achieved the curatorial concept of "linking sports manufacturing industry clusters and realizing sports service sinking". Functioning as a comprehensive "modern sports industry service platform with Chinese characteristics", the Show fully demonstrates trends of the new quality productive forces of China's sporting goods industry.

# EXHIBITORS

## Categories of Exhibitors

Sports Consuming and Services Zone  
(including Government & Sports Organization Zone) **444**



## Sub-categories of Exhibitors

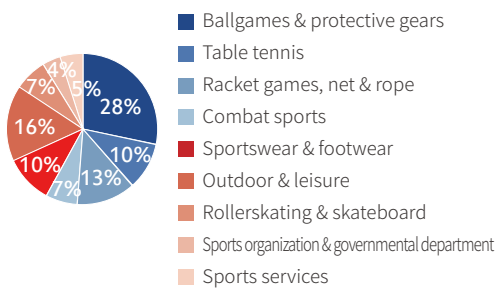
### Home Fitness



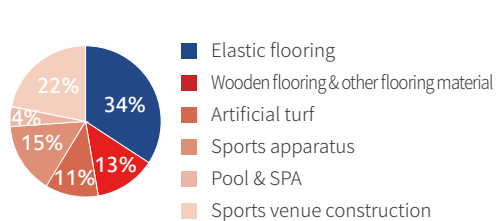
### Commercial Fitness



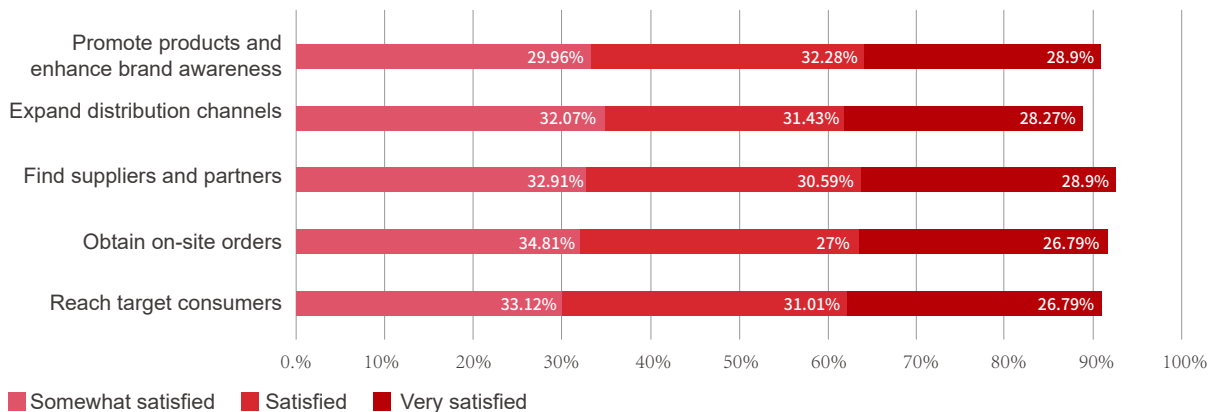
### Sports consuming & services



### Sports Venue & Construction



## Goal Attainment of Exhibitors



**92.62% of exhibitors plan to join the exhibition next year.**



**345** exhibitors participated

an increase of year-on-year **36%**

the exhibition area expanded by

**67%**

## ■ EXHIBITION ZONES

### ● Commercial Fitness and Public Fitness Zone

The Commercial Fitness and Public Fitness Zone attracted 345 companies, with an exhibition area of over 52,300 m<sup>2</sup>. While companies under the "full industry chain participation" model have returned, the Zone has also highlighted new digital and intelligent development directions, such as digitally- and intelligently-enabled fitness scenarios in commercial fitness clubs, hotel gyms, unattended gyms, and systematically managed gyms, as well as big data-empowered rehabilitation equipment in gyms for the elderly, fitness centers, and community gyms. Meanwhile, the Parts Area in the Zone comprehensively displays parts of fitness equipment in the digital era, with a focus on professional niche categories such as display systems, control panels and interconnection systems. This showcases the professional "smart manufacturing" division of labor. The Commercial Fitness Zone was well received among exhibitors: 345 exhibitors participated, an increase of 36% year-on-year; the exhibition area expanded by 67%; 25% of exhibitors with an area of over 100 m<sup>2</sup> expanded their exhibition area.



## ● Home Fitness Zone

A total of 504 companies participated in the Home Fitness Zone, with an exhibition area of over 45,000 m<sup>2</sup>. Themed on "AI + Fitness Holographic Interaction, Multiple Realms of At-Home Customization", the Zone builds smart fitness scenarios focusing on new trends in the home fitness market and further taps into "Her Economy". Given that "intelligentized" innovation has become a general trend in the home fitness market, the Zone launches "At-home Workout Plans" to reflect the latest trends, i.e. the high integration of home fitness and smart home. At the same time, the Zone demonstrates modern smart home fitness scenarios from multiple angles, covering almost all product categories currently available in China's home fitness equipment market such as exercise machines, small exercise equipment, massage and health products, accessories, wearable smart devices, etc. A private home gym can be built thereupon, promoting a new fashionable lifestyle. By exhibiting the leading technologies and skilled production levels of the fitness equipment manufacturing industry, the Zone can innovatively guide trends of the home fitness market segment.





## • Sports Venue and Construction Zone

The Sports Venue and Construction Zone is themed on "Following Policy Trends, Promoting National Fitness", which is more concert and in line with innovative market trends. The Zone reinterprets and redefines five subordinate areas, including the artificial grass area, swimming pool equipment area, integrated new sports space area, campus sports + youth sports area, and wooden floor area. By reproducing corresponding scenarios, the Zone exhibits the integrated solutions for sports venue construction under the policy context of "high-quality development of sports". In addition, a sports venue smart area, the most cutting-edge development direction in the industry, is added, to showcase the intelligence of "Made in China". A total of 320 exhibitors participated, at par with the previous session, but the level of their product integration and diversification was enhanced. Sports equipment companies took up a much larger exhibition area, with basketball and peripheral equipment especially booming. The swimming pool and SPA area, after the accumulation of two sessions, has grown from 8 to 14 exhibitors, with an exhibition area of over 2,000 m<sup>2</sup>. The gradual expansion of this area indicates the continued increase in market demands and the recognition of exhibitors for the display effect of this area.



## • Sports Consuming and Services Zone

Under the central theme of "Consumption Upgrade & Rise of New Mass Sports", the Sports Consuming and Services Zone is divided into three parallel themes: "Outdoor Leisure New Forces, Rise of Niche Trendy Sports Lifestyle", "Traditional and Modern Integration, Dialogue with the Brilliance of Domestic Goods", and "Expanding Business Forms, Promoting Consumption, Cultivating New Sports and New Lifestyle". The Sports Consuming and Services Zone horizontally connects and fuses the contents of traditional sports fields with contents of the Government & Sports Organization Zone, breaking the traditional boundaries and divisions in various fields. It aims to create a good production and operation environment for enterprises and provide thoughtful and high-quality services to mass consumers. The Zone attracted 444 exhibitors, a YoY increase of 20%. Among the sub-categories, companies engaged in outdoor leisure sporting goods, football, basketball, volleyball and sports protective gear, table tennis, badminton and rope net products represented a marked increase, while companies engaged in pickle ball peripheral products rose swiftly to prominence.

The Zone attracted  
**444** exhibitors

a YoY increase of  
**20%**

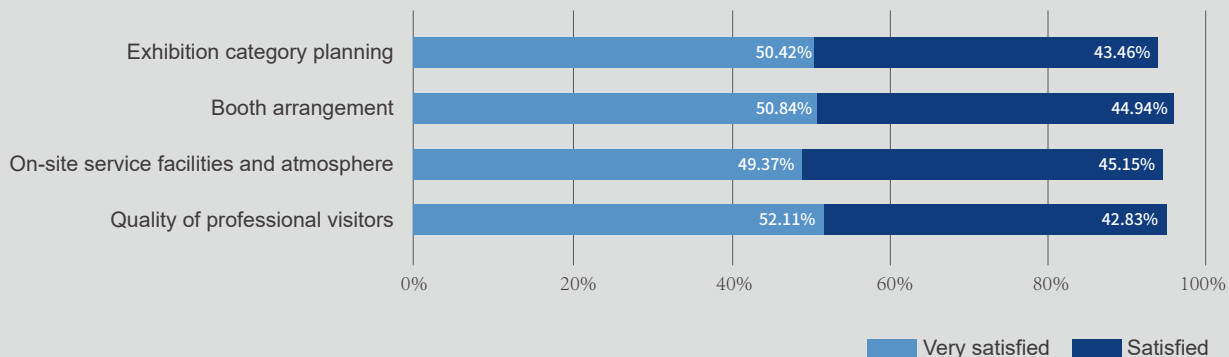




## ● Government & Sports Organization Zone

In order to promote the coordinated development of the "sports plus" industry, build a bridge for win-win cooperation, and jointly create an industrial service platform for high-quality display, exchange, investment and cooperation, the China Sport Show Organizing Committee carefully planned the Government & Sports Organization Zone and extensively invited local government departments, international and domestic sports organizations and associations, and sports industry groups and parks to participate. Taking the exhibition form of "exhibition service + conference service + event service", the Government & Sports Organization Zone features the integration of cultural characteristics of different sports cities, regional linkage, efficient allocation of resource elements and sharing of high-quality domestic sports resources. The Zone attracted a total of 39 local government departments, sports organizations and associations, local sports industry groups, etc. The exhibition area exceeded 5,000 m<sup>2</sup>, doubling the size of the previous session.

## ■ Exhibitor Comments



## ■ Feedbacks from Exhibitors

This is the second time for Eliga Sports to participate in China Sport Show. We believe China Sport Show is an excellent platform to connect with professional visitors both at home and abroad. We wish the Show will get better and better, and we'll definitely show up at the 2025 Show in Nanchang.

—**Mr. SUN Bofang, GM of Ningbo Eliga Sports Technology Co., Ltd.**

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This is our first time to participate in China Sport Show. We are really impressed, especially with the latest industry trends demonstrated at the Show. The Show was very well organized, with rich interactive activities. Both exhibitors and visitors enjoyed a convenient and comfortable experience.

—**Mr. WANG Zhongya, Business Director of Qudong Future (Shenzhen) Co., Ltd.**

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This year's China Sport Show had a wonderful on-site effect. The professional visitors were more targeted than peer exhibitions and the on-site management was quite orderly.

—**Mr. CHEN Chen, GM of Guangzhou Tongxin Sports Equipment Co., Ltd.**

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The Organizer has done an excellent job in coordination and guarantee work. This year's Show has been a great success. We wish China Sport Show will get better and better. See you in 2025 Show in Nanchang!

—**Mr. CHEN Zhongxiang, Marketing Manager of Shanghai JUSS Sports Equipment Co., Ltd.**



# VISITORS

## Domestic Visitors

### Region of domestic visitors



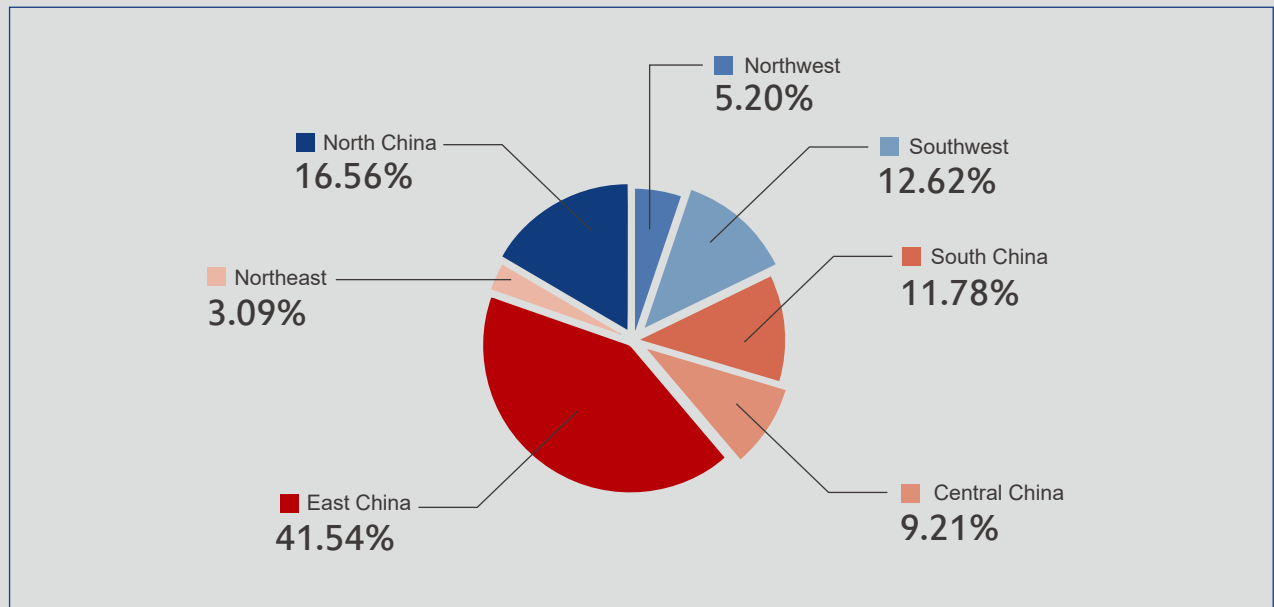
Total number of visitors in **4** days



Domestic visitors **100,000+**



overseas visitors **3,000**





## **"Visitors of China Sport Show are further optimized, with continuously improved visitor invitation and service level."**

### **Commercial system professional visitors:**

Trade visitors, domestic and overseas buyers, industry practitioners, and potential exhibitors; sources of these visitors are clear while their needs are also clear.

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### **Non-commercial system professional visitors:**

Group professional visitors from the sports system, education system, medical system, etc.; the active participation of these visitors can promote the communication, cooperation and exchange between government departments and enterprises and jointly advance new forms of "sports plus".

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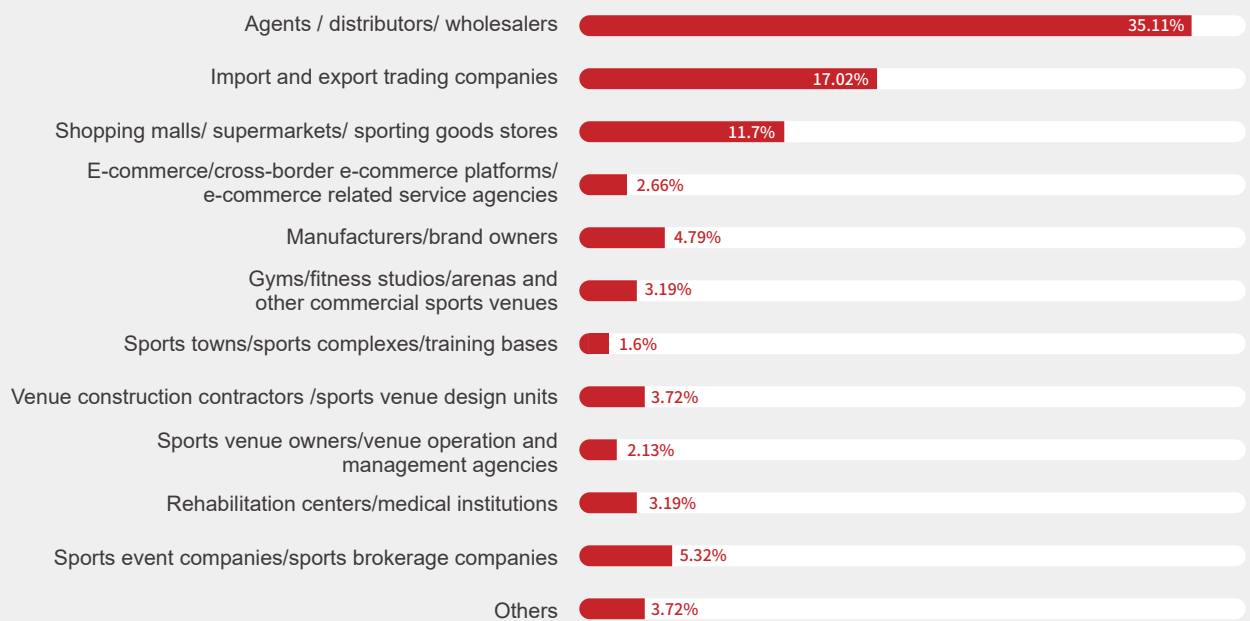
### **General visitors:**

Enthusiasts of mass sports such as traditional ball games, emerging sports, outdoor sports, fitness and bodybuilding, road running, cycling, and youth sports; their active participation helps to open up a new situation of entering the sports consumption market for China Sport Show.

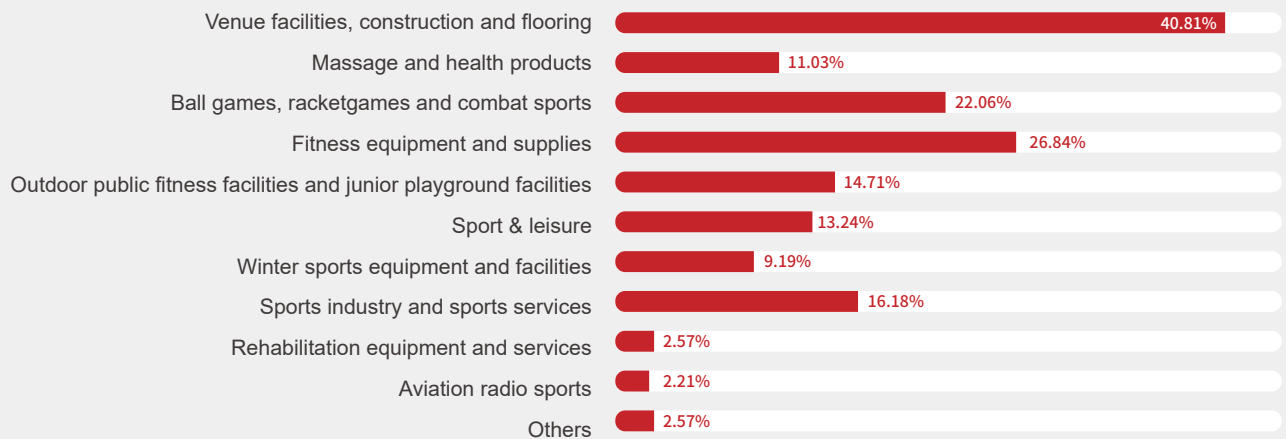




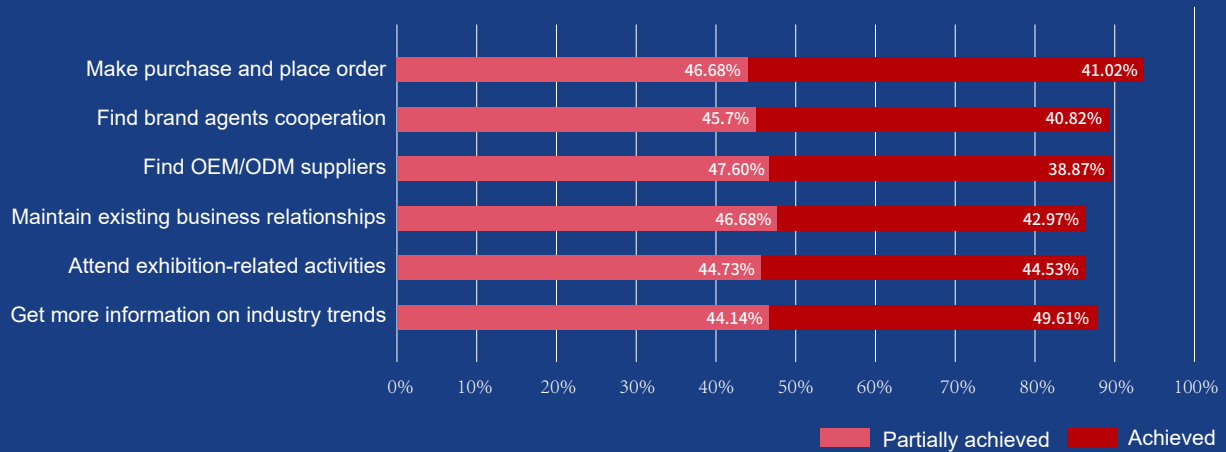
## • Nature of Commercial System Professional Visitors



## • Main Business of Commercial System Professional Visitors



## • Goal Attainment of Commercial System Professional Visitors



## • Non-commercial system professional visitors

**130** groups from top 3 systems  
(e.g. sports system/education system/military and police system)

totally **1,882** visitors

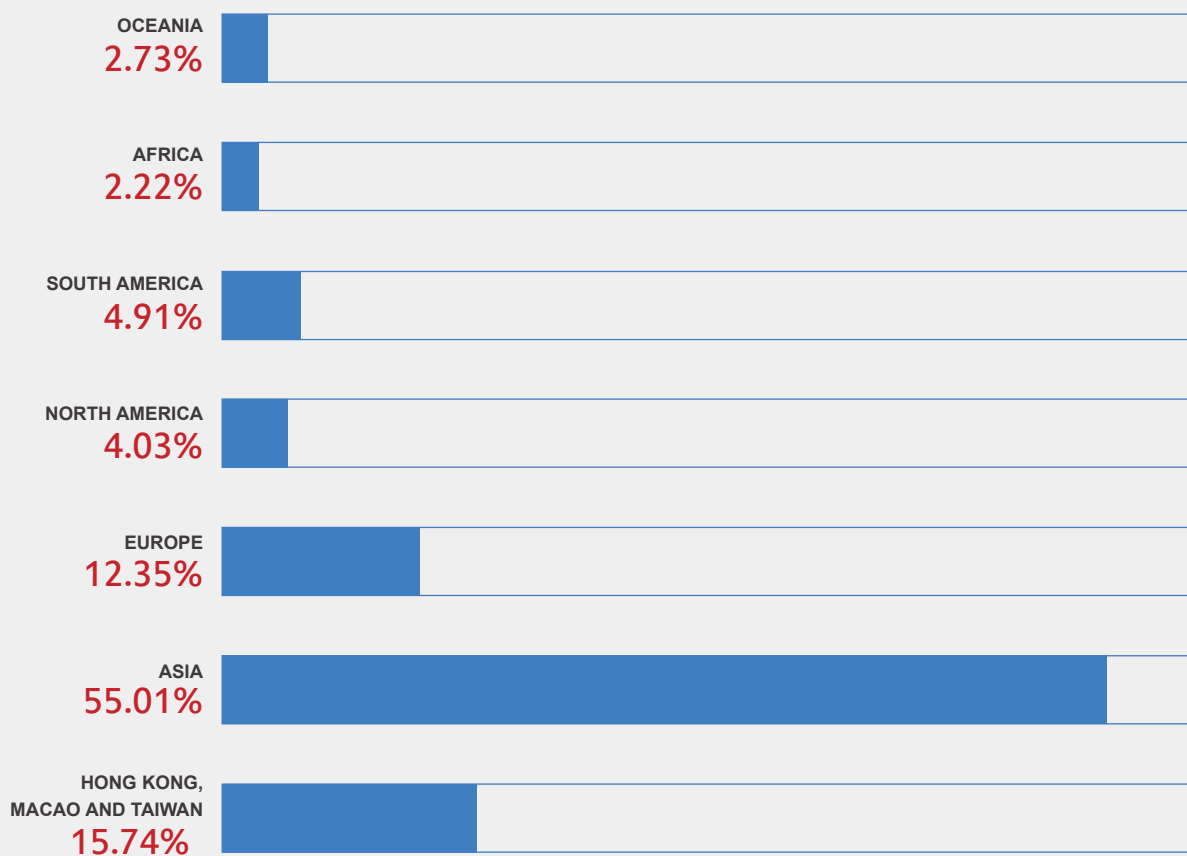
## • Local sports enthusiasts

over **30,000**



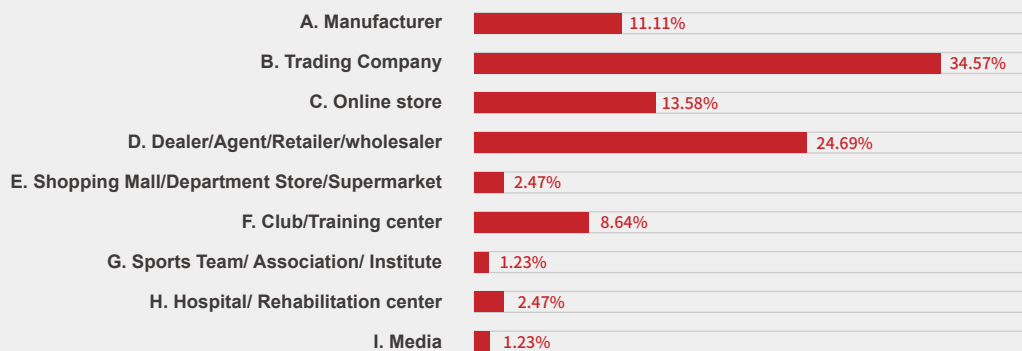
## ■ Overseas Visitors

### • Region of overseas visitors

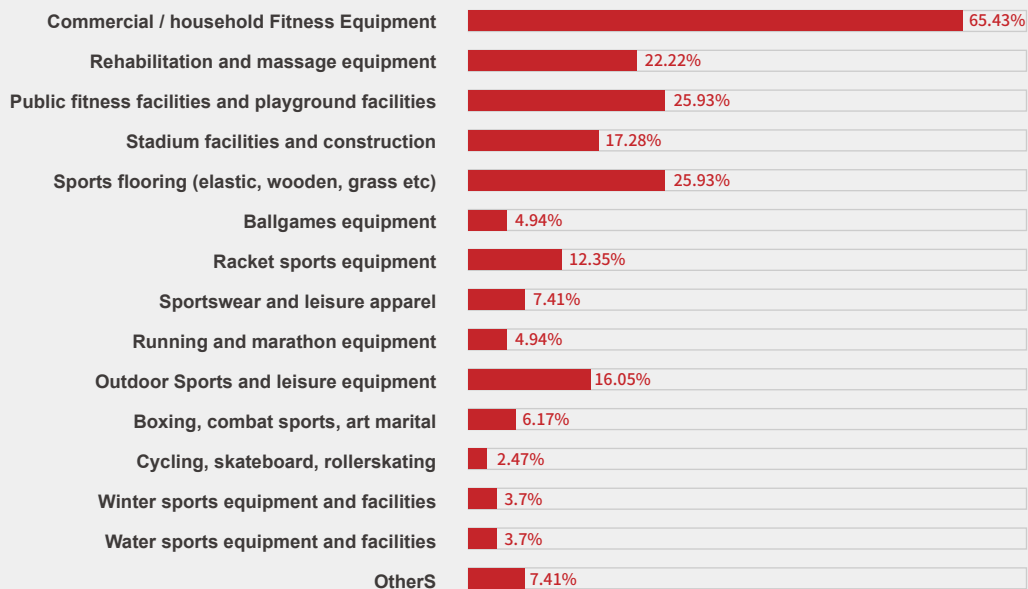




## • Company type



## • Product category of interest



**59.26%**

of overseas buyers have participated in China Sport Show multiple times

**85.08%**

plane to participate in the next session of China Sport Show

## ■ Business Matchmaking and Tour Service

### Online — Show & Matchmaking Platform:

1,606 companies participated, 1,341 products were uploaded, and 91 product supply and demand inquiries and appointments were facilitated.

### Offline — Exhibitor-Buyer One-to-One Matchmaking:

Three sessions of one-to-one matchmaking meeting were organized, facilitating over 60 rounds of negotiations; the intended purchase amount reached over USD 40 million, of which the highest single order amount reached USD 1 million.

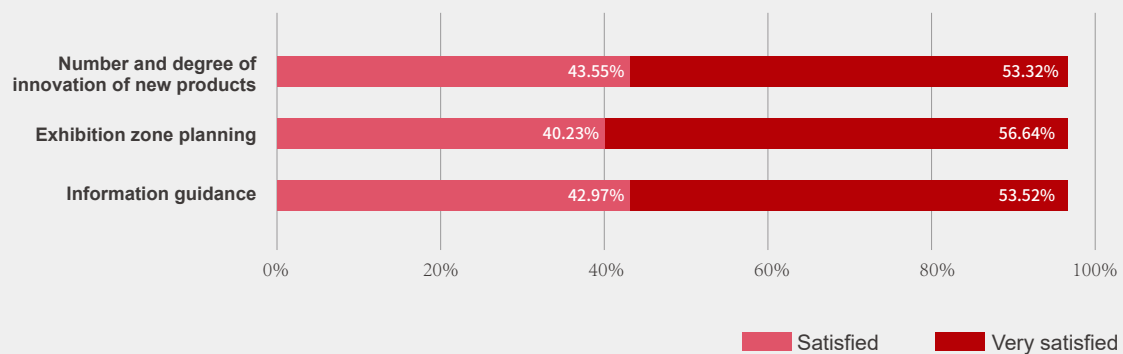
### Offline — Supply & Demand Meeting:

Through the professional committees and branches of China Sporting Goods Federation (CSGF) as well as third-party cooperative institutions, five special supply and demand meetings were organized with contents concerning gym operation, venue digital construction and renovation, outdoor industry supply chain, cross-border e-commerce services, e-commerce retail, etc.

### Offline — Group Tour Service:

Eight themed routes were planned with dedicated tour services for non-commercial system group visitors (e.g. group visitors from sports, education, medical, military and police systems and social units) as well as group visitors from centralized procurement and government procurement units; this service was offered to 33 groups of more than 800 visitors.

## ■ Visitor Evaluation on the Overall Experience of China Sport Show 2024





## ■ Feedbacks from Visitors

"This year's Show is very large in scale and very professional in planning. Each exhibition zone is unique, allowing visitors to find corresponding exhibits quickly. On-site service staff is professional, friendly and enthusiastic. We've gained a lot."

—Mr. LI Wei, GM of Hebei Olympic Sports Industry Co., Ltd.

"The zone planning of this year's China Sport Show is very scientific, with reasonable layout and smooth flow of traffic, such that visitors can go around each exhibition zone conveniently. In addition, this year's Show features large scale, covering various sports products and latest technologies. We have experienced the most comprehensive industry trends at one stop. Staff of the Organizing Committee is enthusiastic and professional, who not only answer various questions timely, but also offer detailed guidance and help. The Show also provides plenty of opportunities for exchange and interaction. This allows us to dialog directly with brand representatives on one hand, and engage in rich on-site activities and lectures on the other."

—Sports Economics Department of Ningbo Sports Bureau

# CONCURRENT EVENTS



## ■ Forums

### • The 11th (2024) China Sports Industry Conference

The 11th China Sports Industry Conference hosted by the China Sporting Goods Federation was successfully held in Chengdu. Themed on "Inspiring New Power in Sports", the Conference focuses on cultivating new quality productive forces and empowering the sports sector with authoritative opinion outputs, special reports and cutting-edge thoughts. More than 500 people attended the Conference, including leaders from the General Administration of Sport of China and its directly affiliated units, national single-sport associations, and local sports administrative departments, as well as industrial leaders, authoritative figures, scholars and experts in various fields of the sports industry.



## ■ Industry Segment Conferences



The 28th Stop of "Resource Sharing • Supply and Demand Matchmaking"— Sports Industry Resource Interconnection Conference of CSGF Public Welfare Service Platform (China Sport Show Stop)



China Sports Public Welfare Forum & CSR Conference



First China Youth Sports Industry Summit



Baseball Series Activities  
— National Youth Baseball Work Conference



China Digital Sports Industry Conference 2024



China Sports Space Conference 2024



First China Roller Skating and Skateboarding Industry Conference



First National College Sports Industry Summit



China Sports Venue and Facility Industry Conference

## ■ Investment Promotion



Leveraging on its platform advantages, China Sport Show 2024 successfully held a series of investment promotion activities. This has facilitated the resource exchange and opened up communication channels for local sports industries and relevant sports institutions, thereby promoting the rapid and healthy development of the sports industry.

## ■ Technical Seminars

China Sport Show 2024 organized a number of group standard releases, project initiations and technical seminars, enriching contents of the Show, enhancing cooperation and exchange among different industries and laying a solid foundation for the further standardized and healthy development of the sporting goods industry from rigorous academic and scientific perspectives.



CSC Certification Business Exchange and Award Ceremony



CSGF & JD.COM Strategic Agreement Signing Ceremony

# SIGNATURE EVENTS

## ■ Opening Ceremony



The opening ceremony of the 2024 (41st) China International Sporting Goods Show was held in the lobby of Hall 9 of the Western China International Expo City on the morning of May 23, 2024. More than 300 people attended the opening ceremony, including leaders and guests from Sichuan Provincial People's Government, China Sporting Goods Federation (CSGF), relevant departments and directly affiliated units of the General Administration of Sport of China, and provincial, district and municipal sports systems, as well as representatives of exhibitors and CSGF member units.



## ■ CSS Trends

Authoritative review teams have been invited to CSS Trends 2024. With a view to continuously leading development trends of China's sporting goods industry, CSS Trends displays and promotes trend-setting products and services in the industry, provides exhibitors and visitors with future trends and development information, and offers marketing opportunities to industry-leading companies based on the China Sport Show platform. CSS Trends aims to promote conceptual, technological, and service innovations of China's sports manufacturing and service industries and assist in the branding process of companies.



Shortlisted companies **45**

Shortlisted products **54**

Media coverage **30+**

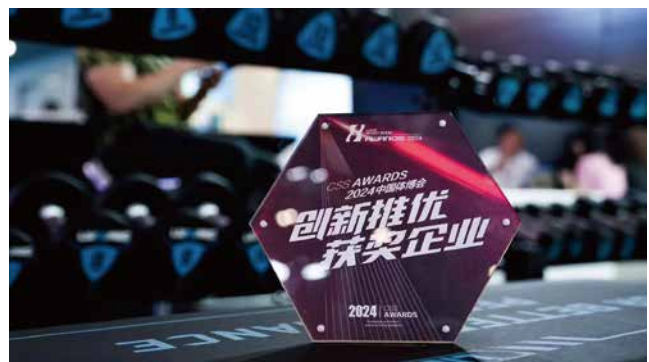
**An official signature activity of China Sport Show**

**Independent authoritative review teams**



## ■ CSS Awards

Since 2018, the China Sport Show Organizing Committee has successfully organized six sessions of "CSS Awards". As one of the fixed activities during China Sport Show, CSS Awards is an annual authoritative selection event for all exhibitors with innovation, exploration and breakthrough significance by focusing on industry cutting-edge trends. The event aims to promote industry upgrading and drive corporate innovation, and serves as a preferred way for companies to introduce their innovative products to the public and consumers.





## ■ Sports Carnival

To better keep up with the real consumption scenarios of consumers and create a sporty experience and atmosphere, the China Sport Show Organizing Committee organized a series of fun and interesting themed activities to fully mobilize the enthusiasm of visitors. Among them, the "Sports Carnival" with the theme of "Healthy Together" enlivened the on-site atmosphere.



Roller Skating and Skateboard Carnival 2024



National Baseball 5 Open (Southwest Division)



2024 IFBB Mr. Universe Qualifying Competition &  
CBBA PRO China Fitness and Bodybuilding Elite Professional League (Chengdu Station)



Badminton Doubles Challenge



Basketball Shooting Challenge



Hot Pickle ball

# MEDIA COVERAGE

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**67** Mainstream media  
(central media level) reports

**60** Resident media  
reports

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## ■ New media reports

**WeChat official account of China Sport Show:** 120,000+ subscribers with 543 original articles; 24 original articles during China Sport Show 2024, with 80,000+ views;

**WeChat official account of CSGF:** 17,000+ subscribers; 65 articles published during China Sport Show 2024, with 63,000+ views

**China Sport Show KOL/KOC:** 41 short videos, with more than 70 posts on all media platforms

## ■ CSGF Short Video Matrix

**CSGF WeChat Channel:** 12,000+ subscribers, 27 original videos, and 63,000+ views

**CSGF Douyin Account:** 180,000+ followers, 27 original videos, and 1,130,000+ views

**CSGF Sports Space WeChat Channel:** 6 live streams during the Show, cumulatively 7,500 views

## ■ Overseas media

Main overseas paid marketing channels and publicity methods



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