

# Market Research on Sports Towel in China 2016-2020

<https://marketpublishers.com/r/MB64A9EB940EN.html>

Date: February 2017

Pages: 53

Price: US\$ 3,500.00 (Single User License)

ID: MB64A9EB940EN

## Abstracts

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In 2015, the output of towel products was about 900,000 tonnes in China, rising by around 3%. The sales revenue of manufacturing towel products was 71 billion, rising by 5%. The output of sports towels was 140,000 tonnes and the sales revenue was RMB12 billion.

According to the 13th five-year plan of sports, the strategy of nationwide fitness will be pushed forward and mass sports will step into a new level. In 2020, there will be 435 million people who regularly take exercise and the area of sports field per capita will reach 1.8 m<sup>2</sup>.

Sports industry will be improved on scale and quality, as well as consuming level. In 2020, the scale of national sports industry will be over RMB three trillion. The growth rate of sports industry is obviously higher than the rate of the economy and its proportion in the GDP will be reach 1%. Besides, its added value will take more than 30%. And consumption value will take over 2.5% in the disposable income per capita. These improvements will drive sports forward, making it a well prospect. In 2020, the output of sports towels is predicted to be about 180,000 tonnes and the sales revenue will exceed RMB15 billion.

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