

# China Winter Sports Market Report 2018

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## Abstracts

Winter sports are recreational sporting activities performed on snow or ice. The main international winter sport event is the Winter Olympic Games. The existing Skiing Areas and winter travel destinations across China cannot meet the booming demand, which means more will likely be built in the coming years.

In 2016, the number of skiers in the China amounted to around 14.9 million. During the 2017, there were 602 Skiing Areas in operation. During the 2017 season, the total sales for winter sport products in the China stood at around 2.69 billion U.S. dollars.

The Winter Sports market research report analyzes China adoption trends, future growth potentials, key drivers, competitive outlook, restraints, opportunities, key challenges, market ecosystem, and value chain analysis. This report presents a detailed analysis, market sizing, and forecasting for the emerging segment within the Winter Sports market. The report is thoroughly segmented by product type, application, and vertical.

This study includes the profiles of key players in the market and the strategies adopted by them to sustain in the competition. Recent developments and barriers of the market is expected to help emerging players to design their strategies in an effective manner. The study is expected to help key players in broadcast Winter Sports manufacturers to formulate and develop new strategies.

Frequency, Time Period

2012- 2017 base years

5-year annual forecast (2018 - 2022)

## Measures

Shipments, Revenue, and ASP

Segmentation by Sports

Skiing

Skating

Others

Segmentation by Product

Skiing Equipment

Skiing Areas Equipment

Skating Equipment

Skating Rink Equipment

Region and Country Coverage:

China

Key Issues Addressed

Competitive Landscape and Strategic Recommendations

The market forecast and growth areas for Winter Sports Market

Changing Market Trends and Emerging Opportunities

Market size and the growth rate in 2022

Historical shipment and revenue

Analysis key applications

Main Players market share

### Customization

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