

China Sporting Goods Industry Report, 2006-2007



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Due to the abundant labor resources, huge market potentials and favorable policies, China sporting goods industry has developed, within more than 50 years, from small to large, imitation to creation, planning to market and even from closed self-support to international market. It not only made an outstanding success, but also drew the general attention. However, as China sporting goods industry started operating and joined the market at a much later time, some problems such as unreasonable structure system, scattered marketing scale, low standard degree and poor brand effect still restrict its re-development now.

The annual sales revenue of China's sporting goods is currently RMB 30-40 billion and its annual production value will be expected to share 0.3% of GDP by 2010. Driven by rapid growth of China sports industry and great demands for sporting goods/equipments of 2008 Beijing Olympics, China sporting goods industry can still see a big room for development. Furthermore, urban residents now prefer the middle and high grade sporting goods to low-grade ones, while people in rural area have new demands for low-grade sporting goods.

The statistics show that, at present, about 20,000-25,000 companies engage in sporting goods industry in China. Apart from satisfying the great needs of China sports undertaking and nation-wide fitness for equipments, the advanced manufacturing still serves almost all the world sports brands with processing business. World Federation of the Sporting Goods Industry declared recently that Made in China has shared more than 65% of world market. The figure may increase dramatically in the next 4-5 years.

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