

# China Sporting Goods Industry Report, 2010-2011

<https://marketpublishers.com/r/C2B6F0A4DC4EN.html>

Date: March 2011

Pages: 58

Price: US\$ 1,700.00 (Single User License)

ID: C2B6F0A4DC4EN

## Abstracts

In recent years, Chinese sporting goods market (inclusive of sports footwear, sports apparel and sports equipment) has seen rapid development driven by Beijing Olympic Games and Guangzhou Asian Games. In 2010, the scale of Chinese Sporting Goods market reached RMB106.1 billion.

In Chinese sporting goods market, famous brands consist of Nike, Adidas, Li Ning, Anta, Peak, etc., all of them are engaged in sports shoes and sportswear. Nike and ADIDAS focus on the high-end market, their product quality and brand superiority make them take the leading positions for many years. Li Ning entered the sporting goods market earlier, and it has in recent years attached importance to the product quality and marketing, and has gone out of the low-price competition and made brilliant achievements. Now, Li Ning has replaced ADIDAS to become the second well-known sporting goods brand in China.

As for the sports apparel market in China, Nike, ADIDAS, Kappa, Puma and Fila occupy the high-end market, the unit price is about RMB400 or more. The medium-end market is dominated by Li Ning and Anta, and the unit price is roughly between RMB200-400. In the low-end market, XTEP, Peak, 361 °, and ERKE are typical vendors, and the unit price is less than RMB200.

In the sports footwear market in China, the brands include foreign brands (Nike, ADIDAS, Puma, Reebok, Fila, Mizuno, Umbro, Kappa) and local brands (Li Ning, Anta, XTEP, 361 Degrees, ERKE, Peak, Jordan, Deerway, Guirenniao). NIKE, ADIDAS and Reebok occupy the high-end market, and the unit price is about RMB500 or more. The medium-end market is dominated by Kappa and Li Ning, and the unit price is RMB300-500. In the low-end market, there are many local brands, and the unit price is less than RMB300.

In China, over 10 manufacturers sell more than 10 million pairs of sports shoes apiece every year, nearly one hundred companies sell hundreds of thousands or even several million pairs of shoes each year. On a regional basis, Quanzhou (Fujian)-centered and Dongguan (Guangdong)-centered industrial clusters have emerged. The annual output of Quanzhou-centered cluster is 1.4 billion pairs. Most well-known domestic sports shoes brands are located in Quanzhou. The annual output of Dongguan-centered cluster is about 800 million pairs, and the cluster focus on OEM service for famous foreign brands.

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