

Fast track: market trends and developments in performance apparel at ISPO Re.Start Days

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Abstracts

The COVID-19 pandemic has prompted several trade fair organisers to think creatively and establish online events in the absence of physical trade fairs. The first edition of ISPO Re.Start Days was held online by Messe M?nchen, based in Munich, Germany, during June 30-July 1, 2020, and it hosted around 100 expert speakers. The overall mood of the event was positive, despite the challenges presented by the COVID-19 pandemic. Indeed, many speakers saw the situation resulting from COVID-19 as an opportunity to reset, adapt and develop strategies for future growth in the sports industry rather than seeing it as a crisis. This report analyses some of the key topics presented at ISPO Re.Start Days. These included: brand and retailer strategies for growth, particularly those relating to increasing direct-to-consumer sales and increasing sales via e-commerce channels; and the principle of quality as opposed to price in relation to environmental sustainability. The report also discusses the latest market trends and growth opportunities for the outdoor market.

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