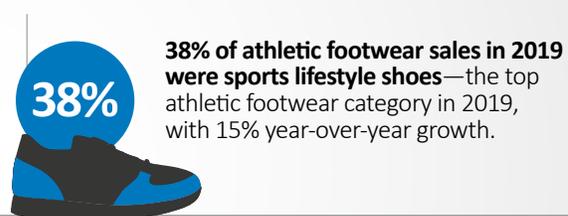


Gen Z in China's Sports Market

Gen Z accounted for more than one-quarter of China's athletic footwear and apparel market in 2019—and revenue growth from this generation was 1.7 times greater than the overall Chinese market. **Here is a closer look.**

WHAT ARE THEY BUYING?



FAVOURITE BRANDS

Gen Z's favourite international brand

1 Nike **2 Adidas**

Seventh-ranked Converse had the fastest value growth among the top 10 brands.

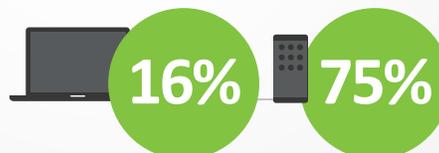
Gen Z's favourite local Chinese brands

4 Li Ning **5 Anta**

Local Chinese brands Li Ning and Anta gained attention from Gen Z consumers, ranking fourth and fifth among Gen Z's favourite brands.

ONLINE PURCHASING

For online purchasing Gen Z used:



39% of Gen Z purchases were made online, compared to 35% for total age groups.

GENDER

58% of athletic product buyers were men, growing 18% year over year and gaining 0.5 points in male/female split share.

Females' purchase growth was on par with men's at 15% YOY.



NPD's **China Sports & Leisure Tracker** delivers data and insights on actual purchases made by more than 110,000 Chinese consumers each year. We add verified third-party data and our proven industry expertise, answering your questions about the Chinese sports and apparel market. With China's most comprehensive sports insights and proven industry expertise on your side, you can make quick and informed decisions with confidence.

Source: The NPD Group/China Sports & Leisure Tracker, core 23 cities, 12 ME December 2019 and YOY comparison



We can help you address your biggest business challenges and plan for what's ahead. Questions? Contact Lifei Tang at +86 (21) 62753222 ext. 203 or email lifei.tang@npd.com.

