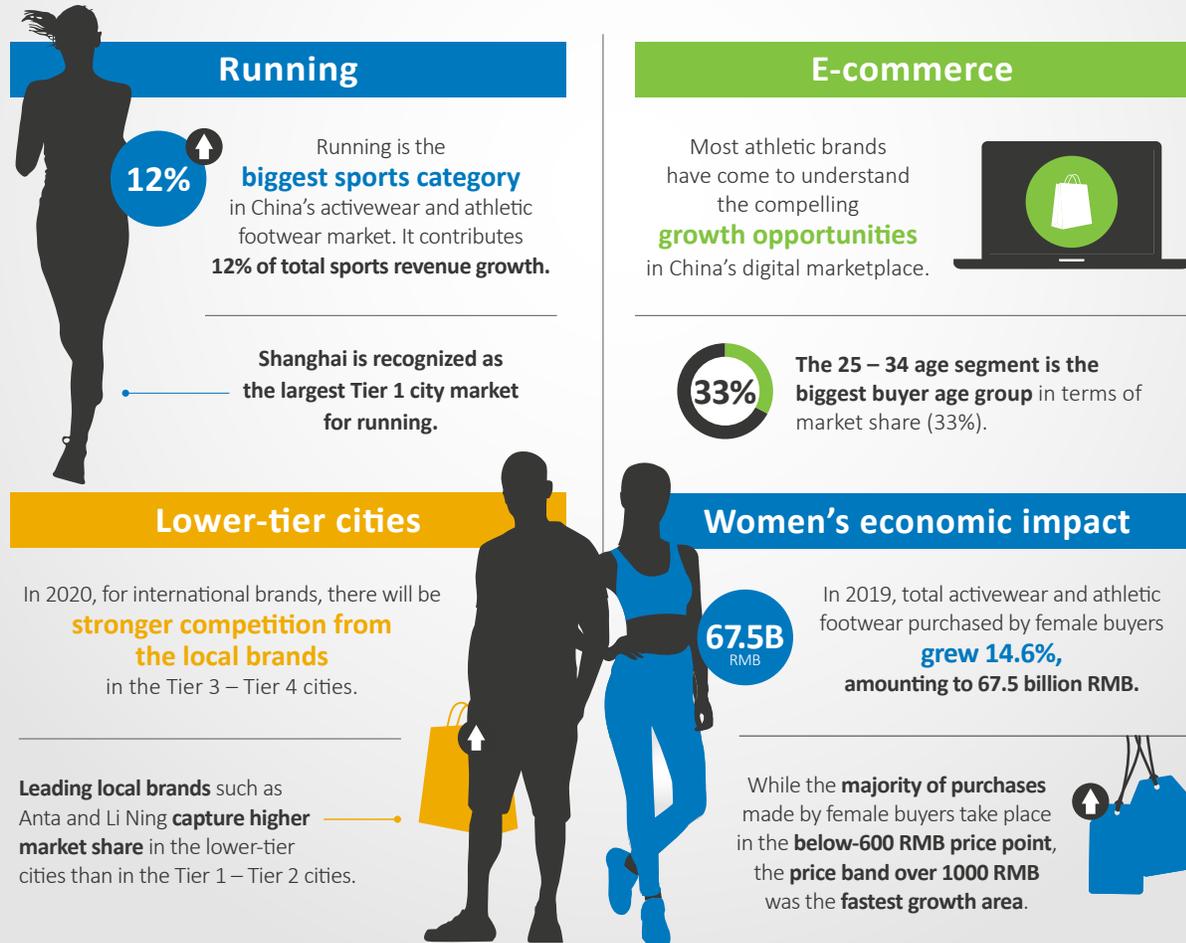


# Four Key Areas to Watch in China's 2020 Sports Market

There are some bright spots to watch in China's\* sports market, such as running apparel and footwear, e-commerce, what is happening in lower-tier cities, and women's economic impact. **Here's a quick look.**



It's never been more important to know what is selling, where, why, and for how much in a world with rapidly changing products, distribution models, and competition. The NPD Group combines data, industry expertise, and prescriptive analytics to light the way to growth for brand and retail success.

Source: The NPD Group/China Sports & Leisure Tracker, 12ME November 2019, YOY comparison  
\*China as referenced above includes the core 23-city data (or Tier 1 and 2 cities) and not the total country.

Learn more about sports trends in China or APAC.  
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