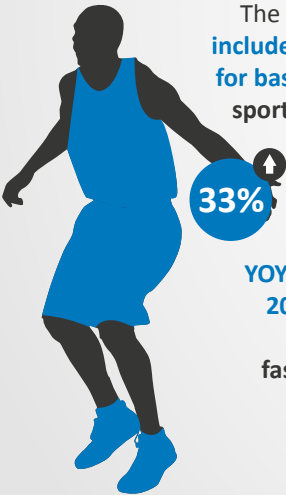


# China's Love for Basketball

China's love for basketball is clear — from elementary schools to universities, participation crosses all age groups and genders. Privately run sports parks are also popping up on street corners. One example is Rucker Park — according to Dianping, there are already 22 Rucker Parks with full-service basketball courts scattered around Shanghai. For marketers to better prepare winning strategies, it's important to understand who is purchasing basketball products in China, what they purchase, and where. **Here is a closer look.**

## Basketball footwear and apparel growth



33%

The **basketball category, which includes footwear and apparel used for basketball**, is the **second largest sports category**, behind running.

YOY growth rate jumped from 2017's 20% to 2018's 33%, becoming one of the **fastest-growing categories**.

## Which products are they buying?

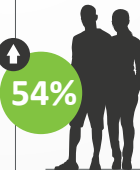


**52% of sales are basketball shoes** with healthy increases in both units and average selling price.

## Who buys basketball products?

**36% of basketball sales** are from **consumers aged 25 to 34**.

36%



The **fastest growth by age group is the 45 to 54 age segment**, which posted a **54% YOY growth rate** and gained 2.7 pts in demo share.

While basketball is still dominated by males (74% share), **purchases by females are gaining momentum** and showed a **faster growth rate at 49%**, taking 2.8 pts in share from male buyers.

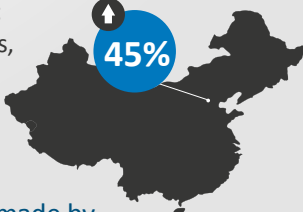
49%



## Which cities are driving growth?

**Beijing is the largest market** for basketball amongst T1 cities, posting **45% YOY growth** (surpassing Shanghai).

45%



NPD's *China Sports & Leisure Tracker* delivers data and insights on actual purchases made by more than 100,000 consumers in China each year. We add verified third-party data and our proven industry expertise, answering your questions about the Chinese sports apparel market.

Source: The NPD Group/China Sports & Leisure Tracker, 12ME September 2018 and YOY comparison



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