

No 11
Munich, November 29, 2016
Press Release

Corinna Feicht
Project PR Coordinator
Tel. +49 89 949-21473
corinna.feicht@
messe-muenchen.de

ISPO ACADEMY Presents Study on the Sports Equipment Market

The ISPO SPORTS EVOLUTION REPORT Provides, for the First Time, Answers to Questions About the Future of the Sports Industry

The boundaries between individual sports segments are becoming increasingly blurred. The sports equipment industry is facing the challenge of exploiting new opportunities for growth and identifying trends in good time, and so knowledge about what customers think and their interests is becoming more and more important. In a representative study, ISPO ACADEMY, working together with the market research institute Konzept und Markt, surveyed over 3500 consumers from Germany, Austria, and Switzerland. The report scrutinized the sports equipment market from the point of view of the consumer, and redefined it. The ISPO SPORTS EVOLUTION REPORT provides comprehensive guidance for retailers and brand manufacturers, and delivers important consumer insights for the further development of the industry.

The representative study, which ISPO produced in cooperation with Konzept und Markt GmbH, provides, for the first time, in-depth insights from over 3500 consumers from Germany, Austria, and Switzerland. Consumer experts from the ISPO COMMUNITY were also surveyed and their responses were compared to the representative population of consumers. The ISPO SPORTS EVOLUTION REPORT identifies customers' interests and needs, provides an insight into

shopping habits, and clearly shows that the subject of sustainability is becoming more and more important when buying sports equipment. The increasing impact of digitalization on society is triggering interesting developments across many sports-related fields. For example, over 60% of those surveyed either already had a fitness tracker at home or intended to buy one in the near future. Fitness apps are also already very popular and their popularity is set to rise.

These and other findings from the study will be presented to the general public at ISPO MUNICH 2017. You can also purchase the study from the ISPO SHOP:

<http://shop.ispo.com>

Messe München

Messe München is one of the world's leading trade fair companies. It organizes more than 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. Each year, more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade fair center, the ICM—Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey, South Africa, and Russia. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and more than 60 representative offices abroad serving more than 100 countries.

About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET, and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round —identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.