

China Sport Show: Leading Sporting Goods Manufacturer Showcases Innovations Amidst Industry Shift

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[/EINPresswire.com/](https://EINPresswire.com/) -- The global sporting goods industry is witnessing a dynamic shift, with China emerging as a pivotal force. The 42nd China Sport Show, set to take place from May 22nd to 25th, 2025, at the Greenland International Expo Center in Nanchang, stands as a testament to this evolution. This national, authoritative, and comprehensive exhibition is not merely a showcase of products but a vibrant platform reflecting the country's booming sports culture, technological advancements, and increasing international influence.

The 42nd China Sport Show: A Nexus of Innovation and Industry Growth
The China Sport Show is Asia's largest and most influential event for the fitness and sports industry. Hosted by the China Sporting Goods Federation, it has transformed from a traditional equipment exhibition into a holistic platform encompassing fitness equipment, sports venue facilities, consumer sports goods, smart sports technology, and a wide array of sports services. The 2025 edition in Nanchang is expected to be even larger, building on the success of previous years that attracted over 1,600 exhibitors and more than 100,000 professional visitors, including a growing contingent of international attendees from over 60 countries. This convergence of industry leaders, innovators, and consumers makes the show a critical gateway for global brands looking to penetrate the vast Chinese market, and equally, a crucial stage for Chinese brands to demonstrate their prowess on the world stage.



Xtep Shines at the 42nd China Sport Show



Xtep's core advantages

The exhibition area is meticulously segmented to cover every facet of the sports industry, from traditional sports shoes and apparel to cutting-edge smart sports systems, AI-powered fitness equipment, and specialized gear for youth training. The emphasis on smart sports technology and "Guochao" (national trend) brands underscores the industry's forward-looking approach and a growing sense of national pride in domestic brands. Concurrent events, such as the China Sports Industry Exchange Conference and New Product & Trend Launches, further enrich the experience, fostering collaboration and disseminating the latest insights. The show acts as both a witness to and a driver of the Chinese sporting goods industry's rapid evolution, linking manufacturing clusters with service offerings and showcasing next-generation innovations.

Amidst this exciting backdrop, several top Chinese sporting goods manufacturers are significantly contributing to the industry's growth and competitive landscape. These companies much like Xtep, Anta Sports, Li-Ning, 361°, Peak Sports, ERKE are investing heavily in R&D, brand building, and market expansion, both domestically and internationally. While among them, Xtep International Holdings Limited, a leading Chinese sporting goods manufacturer, is poised to highlight its significant contributions and strategic vision.

Xtep International Holdings Limited (Xtep), founded in 1987 and officially established as a brand in 2001, has solidified its position as a leading multi-brand sporting goods enterprise in China. With an internationalization strategy initiated in 2019, Xtep successfully brought renowned global brands like Saucony, Merrell, K-Swiss, and Palladium under its umbrella, aiming to meet diverse consumer demands across various sports categories. The company's established trajectory and market leadership, particularly in running, suggest a significant presence. Xtep's consistent focus on technological innovation and its "professional-to-mass influence" strategy will likely be central to their showcase.

In 2024, Xtep demonstrated its unwavering commitment to the running community by sponsoring a remarkable 44 marathon races nationwide. This extensive engagement contributed to Xtep being recognized as the "Global Leading Brand in terms of Sales Volume of Running shoes in 2024" and the "Top-Ranked Running Shoe Brand by Wearing Rate in China's Marathons in 2024" by Frost & Sullivan. This underscores their dominant position and success in real-world performance. At the show, Xtep will undoubtedly highlight their advanced running shoe technologies, such as the acclaimed "160X" series, which has consistently delivered exceptional performance for professional athletes, including those completing marathons in under three hours. Visitors can anticipate interactive displays showcasing the rigorous R&D behind their products, perhaps even previews of upcoming innovations that further push the boundaries of sports performance. The exhibition would also serve as a platform to demonstrate how their professional-grade technology trickles down to benefit everyday runners and general consumers.

Core Advantages and Strategic Pillars

Xtep's success stems from several core advantages:

Leadership in Running: Xtep has cultivated a strong reputation as China's leading running brand. Their dedication to professional running products and extensive marathon sponsorships has built a robust running ecosystem and community, fostering deep brand loyalty.

Diversified Brand Portfolio: The strategic acquisition of international brands like Saucony (performance running), Merrell (outdoor adventure), K-Swiss (tennis and lifestyle), and Palladium (urban exploration/lifestyle) has allowed Xtep to cater to a broader spectrum of consumer needs and market segments, from professional athletes to casual sports enthusiasts and fashion-conscious individuals.

Extensive Distribution Network: With an extensive network of over 8,100 stores for its core Xtep brand and its acquired international labels in Mainland China and overseas, Xtep ensures wide accessibility of its products across various market tiers.

Technological Innovation: Xtep continuously invests in R&D to deliver technological breakthroughs. Their signature "160X" running shoe series is a prime example, providing runners with enhanced comfort, protection, and performance through innovations like improved degradation resistance and increased rebound strength.

Direct-to-Consumer (DTC) Focus: Inspired by the success of brands like Saucony, Xtep is enhancing its DTC initiatives to cultivate deeper, more personalized customer engagement, foster brand loyalty, and improve retention rates.

Commitment to Sustainability: Xtep is actively engaged in sustainable product innovation and manufacturing practices. They have launched T-shirt series containing plant-based fibers with lower carbon emissions and introduced shoes featuring natural plant-based dyes and corn-derived midsoles, demonstrating a commitment to environmental responsibility across their value chain.

Strong Retail Management: Xtep's new-generation stores feature spacious, aesthetically pleasing designs that integrate advanced technologies, enhancing the overall shopping experience and boosting store productivity.

Main Product Application Scenarios and Key Customer Cases

Xtep's product portfolio is designed for a diverse range of application scenarios, covering almost every aspect of an active lifestyle:

Professional Running: Their high-performance running shoes, especially the 160X series, are tailored for competitive marathon runners and serious athletes. The success stories of 83 Chinese athletes claiming nearly 370 championships while wearing Xtep's 160X running shoe series in prominent events serve as compelling customer cases, showcasing the products'

efficacy at the elite level.

Mass Market Sports and Fitness: Beyond professional running, Xtep offers a wide range of footwear, apparel, and accessories for general sports and fitness activities, catering to the growing number of health-conscious consumers engaging in daily exercise.

Outdoor Activities: With Merrell under its banner, Xtep addresses the surging demand for outdoor adventure gear, including hiking shoes and apparel for exploring nature.

Athleisure and Lifestyle: Brands like K-Swiss and Palladium extend Xtep's reach into the athleisure and lifestyle segments, offering stylish and comfortable products suitable for everyday wear, blending sports functionality with fashion.

Children's Sports: Xtep Kids provides a holistic health development solution for children, combining specialized products with data insights, training courses, and expert guidance, supporting the active growth of the younger generation.

Xtep's extensive sponsorship of over 1,000 marathon events and activities involving more than 5 million participants as of 2020 demonstrates its deep engagement with a broad customer base, ranging from professional athletes seeking peak performance to millions of everyday runners embracing a healthier lifestyle. The company's consistent achievement of the highest wear rates in major Chinese marathons further validates its strong customer adoption and trust.

Industry Outlook: A Promising Horizon

The Chinese sporting goods industry is poised for continued robust growth. The total output and sales of China's sporting goods manufacturing industry surpassed 2 trillion yuan (approximately 277.5 billion US dollars) in 2023, demonstrating remarkable resilience and growth. Key trends driving this expansion include:

Rising Health and Wellness Awareness: An increasing focus on active lifestyles among the burgeoning Chinese middle class fuels demand for fitness-related products and services.

Technology Integration: The adoption of smart technologies like VR, AR, and wearable devices is transforming sports experiences and product offerings.

Fashion and Lifestyle Convergence: The growing influence of fashion and luxury brands in sportswear is creating new hybrid categories that appeal to a lifestyle-oriented consumer.

Digital Marketing and E-commerce: Social media and influencer marketing are crucial in shaping consumer preferences and driving sales, while advanced e-commerce functionalities enhance the shopping experience.

Growth of Niche Sports: The surge in popularity of niche outdoor sports, such as hiking, cycling,

and water sports, opens new market opportunities for specialized gear and apparel.

Despite external market pressures, the fundamentals remain strong, with ample room for catch-up growth in per capita spending on sports apparel compared to other developed economies. Companies like Xtep, with their strong brands, diversified portfolios, and commitment to innovation and sustainability, are well-positioned to capitalize on these trends and continue their upward trajectory in the global sporting goods market.

As the 42nd China Sport Show approaches, it promises to be a vibrant showcase of this evolving industry. Xtep International Holdings Limited, with its unwavering commitment to professional sports, diversified brand strategy, and innovative approach, is set to reinforce its status as a key leader, inspiring a healthier and more active future for consumers worldwide.

For more information on Xtep International Holdings Limited, please visit their official website:
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