

Munich, January 24, 2020

**Press release**

**ISPO Trend Report**

**Sport becomes a synonym for health**

Kathrin Hagel  
PR Manager  
Tel. +49 89 949-21474  
[hagel@ispo.com](mailto:hagel@ispo.com)

- Winter sports trends for 2020/2021
- The winter sports industry is increasingly focusing on sustainability
- ISPO Munich (January 26 to 29) to showcase next season's products

Health will be one of the next decade's megatrends. The sports industry is, for its part, one of the growth drivers, not least because society now views fitness as a synonym for health. In the future, athleticism will have an ever greater bearing on our everyday lives. "Medical fitness" refers to ensuring both a sporty lifestyle and the right medical care tailored to the individual needs. Winter sports are also set to assume a challenging yet important role in the future as a vehicle for teaching values within society. Veit Senner, Professor of Sports Equipment and Sports Materials at the Technical University of Munich, says: "Sports must be used as an emotional Trojan Horse for teaching skills and in particular for teaching values." There are also other challenges that will need to be faced in the next few years: Children and adolescents need to be encouraged to lead more active lifestyles and our aging population needs to be kept fit and mobile for as long as possible. Senner believes that winter sports could hold the key for today's youth: "We need to demonstrate the kinds of educational content and values that can be taught through sports." Attractive products and services therefore need to be created for children. The latest winter sports trends and products will be showcased at ISPO Munich from January 26 to 29.

**Keep on skiing: generation 50+**

The aim is to help people enjoy being active again and keep them feeling like that for as long as possible. As such, long-established Italian brand Nordica is launching its new HF ski boot range and breaking new ground in terms of ski boot comfort. The completely reinterpreted easy-access rear-locking boots are comfortable, include a heel support, and are a pleasure to use. "HF" stands for "hands free" and means that

the double buckle can be easily locked and unlocked from a standing position with just the use of a ski pole or your other foot. The HF Elite Heat GW model with fully heatable thermic inner boot can be heated to various degrees via a smartphone-controlled app for hours. The ISPO jury crowned this ski boot model the winner in its category.

### **The winter sports industry is increasingly focusing on sustainability**

“The really big trend is for biopolymer fabrics and materials,” says Senner. “The idea is to replace the many different types of plastics that are used in the sports industry with biopolymers.” Together with his team, he is working hard to conduct in-depth research in both areas. This is a trend which French ski brand Rossignol has also identified, whereby it has focused on the use of raw and recycled materials for the production of its new Black Ops Freeride skis. The Black Ops Sender TI model was crowned the winner in its category by the [ISPO Award](#) jury.

Alpina Sports is also exploring new ecological avenues and launching a completely sustainable back protector made from 100% sheep’s wool, obtained exclusively from sheep in Switzerland and Norway. The back protector, which consists of three layers of pressed sheep’s wool, meets the standards for protection class 1 and boasts all the impressive properties that the natural material has to offer: In icy temperatures it remains supple, can both warm and cool the wearer, and is odorless. The ISPO Award jury chose Alpina Sports’ “Prolan Vest” as the “Product of the Year”\* in the Snowsports Hardware category. Swedish label Spektrum uses plant-based polymers made from castor oil as well as corn and recycled polyester for its ski and snowboard goggles. The [ISPO Award](#) jury was extremely impressed with both the ecological aspects and the execution and named the “Östra Medium” model the Gold Winner.

### **Textile manufacturers are giving the winter sports industry an eco-boost**

Swedish label Klättermusen impressed the ISPO Award jury so much with its first fully compostable down jacket “Farbaute” that they named it the Gold Winner in the Outdoor category and the winner of the ISPO Sustainability Award. The first 100% biodegradable down jacket biologically decomposes on the compost heap after around three months (all apart from the zippers and a few snap fasteners which can be removed and reused). When washed it does not release any microplastics into the environment. Norwegian clothing manufacturer Helly Hansen is launching a new membrane technology for winter 2020/2021 which can be produced without any additional chemicals. The microporous Lifa Infinity membrane is made using a

Please observe the following embargo period: Communications regarding the ISPO Award “Products of the Year” must not be released until 16:30 on January 26, 2020 (following the official award ceremony as part of ISPO Munich).

solvent-free process and, together with a water-repellent Lifa outer material, provides extremely impressive protection from the elements. Helly Hansen's new Lifa Infinity Pro technology also uses the spinning jet dyeing process whereby the color pigments are already injected during the fiber production process. This can save up to 75% water. What's more, no harmful wastewater is produced.

#### **About ISPO**

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.