

ISPO 2025

30. NOV. – 02. DEC. 2025
MESSE MÜNCHEN



ISPO 

GLOBAL SPORTS BUSINESS PLATFORM

We unite sports enablers across different industries and segments from all over the world.

To discuss pressing topics of the industry. To explore and generate trends. To showcase innovations. To connect with peers. To create new business opportunities. To shape the future of sports.

Sport is big. Let's make it even bigger together at ISPO 2025.

FACTS 2024

55,000

PARTICIPANTS

2,300

EXHIBITORS

9.7M

PAGE VIEWS
ISPO.COM*

107.1M

MEDIA VALUE

11K

MEDIA BUZZ

4.4B

MEDIA REACH

* approximate value due to withheld cookie consent

ISPO 

FACTS & FIGURES

ISPO 2024

TOP 10 VISITORS FROM
114 COUNTRIES

Germany
Italy
China
UK
Austria
France
Switzerland
Czech Republic
Spain
Netherlands

65%
International
visitors

114
countries

VISITORS BRANCHES

Retail &
E-Commerce

37,32%

Brands

16,09%

Others:
C-Level, product managers,
designers, sourcing
managers/buyers,...

46,59%

> 50%
BUYERS &
BRANDS

VISITORS
PROFESSIONAL STATUS

2/3
decision-makers

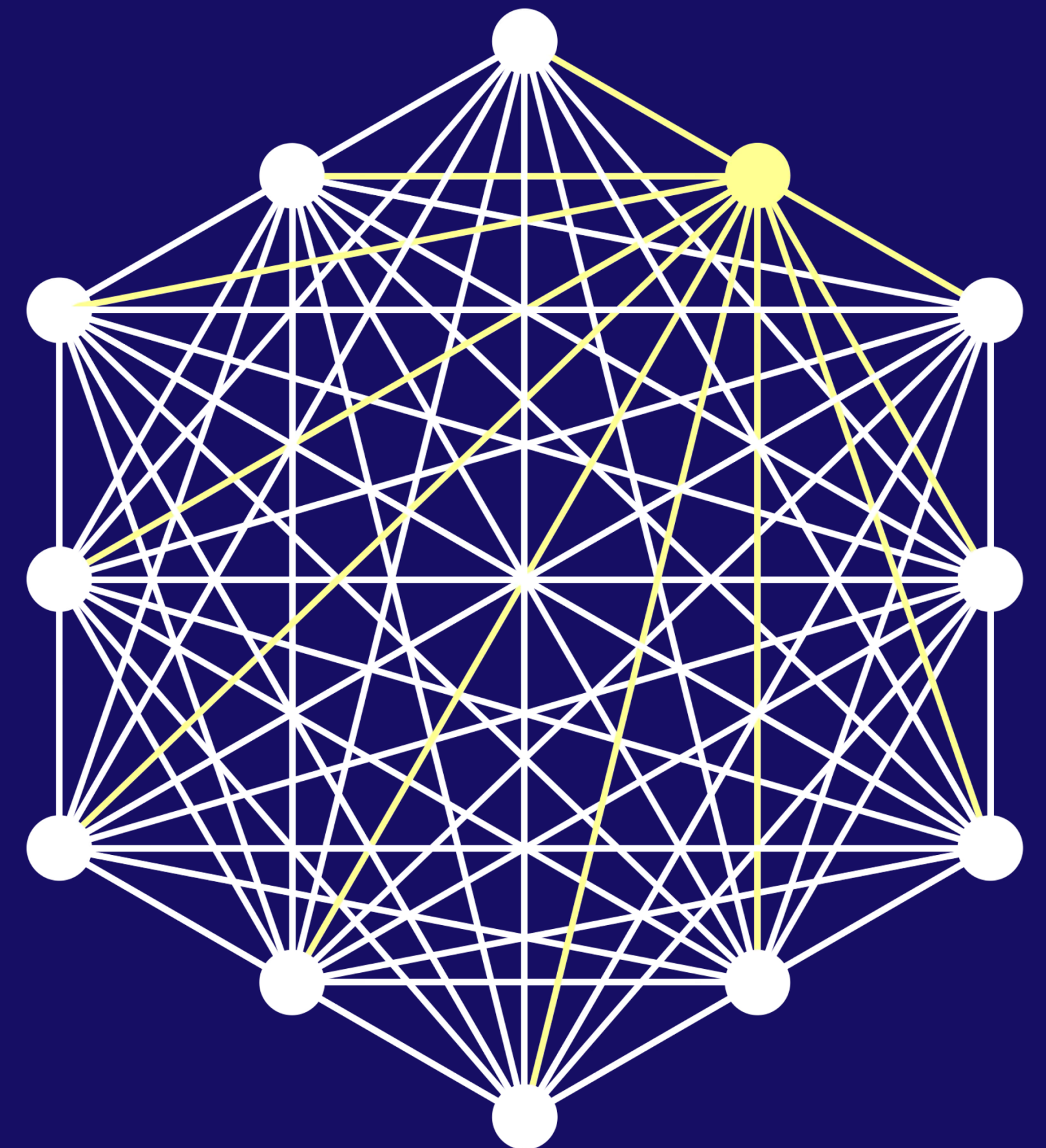
YOUR SUCCESS
MAKES SPORTS BIGGER

ACCELERATING SPORTS

ISPO's vision is to be the new benchmark as the holistic platform for the entire sports industry. We aim to create a central meeting point for all sports enablers to network, exchange ideas, and present themselves within the comprehensive sports and outdoor landscape. As sports increasingly merge with fashion, wellbeing, technology, electronics, and entertainment, navigating this complex landscape is a key challenge.

Acceleration is vital, and at ISPO 2025, you'll gain essential clarity through a comprehensive overview across the value chain. We provide a global perspective on emerging trends and pivotal innovations, offering guidance to create business opportunities and expand your reach.

You benefit, you contribute. Ultimately, your success makes sports bigger.



VALUE CHAIN

UPSTREAM & SUPPLY

Our arena for everything around sustainable materials and innovative production processes.

BRANDS & PRODUCTS

An entire arena turns into a stage for established and new brands to present their latest products and innovations.

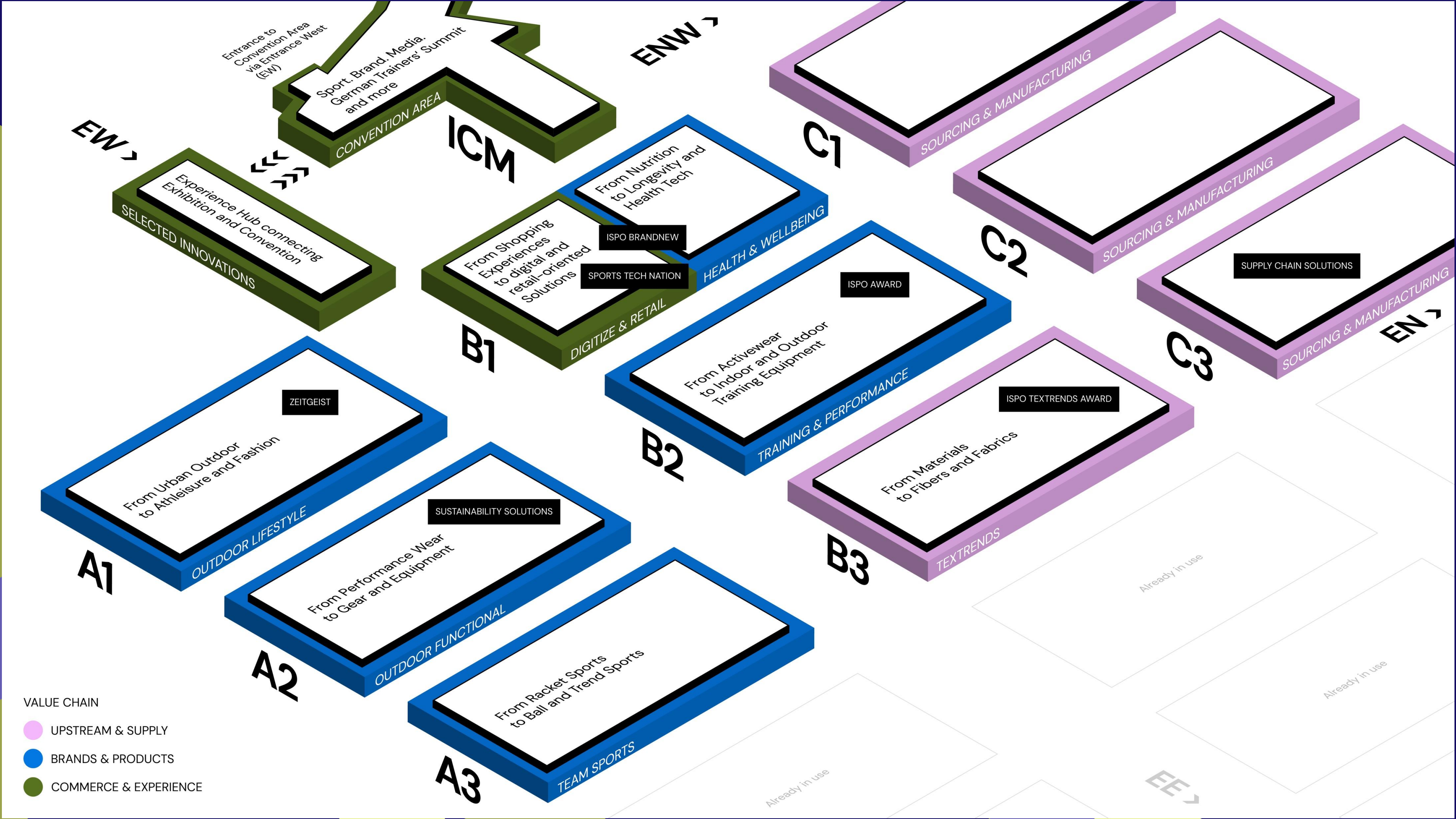
COMMERCE & EXPERIENCE

Our arena where products become tangible for consumers through innovative sales, marketing, and experiences.

UPSTREAM & SUPPLY

BRANDS & PRODUCTS

COMMERCE & EXPERIENCE



ISPO 2025

WHAT'S IN IT FOR YOU?

BUSINESS OPPORTUNITIES

Build crucial new relationships to maintain your competitive edge and explore untapped markets. ISPO's new retail initiative brings even more retailers for key connections and future business success future business success.

VISIBILITY

Reach a wider and more relevant audience at ISPO. Our stronger media focus brings more influencers and media, increasing visibility for your business and innovations

NETWORKING

Benefit from a holistically conceived platform for the sports industry and meet sports enablers from every sector across the entire value chain.

PARTNERSHIPS

Connect with other players in the most efficient way possible. Supported by physical and digital matchmaking before, during and after the trade show.

MARKET ORIENTATION

Navigate the market and quickly make sense of industry trends through improved orientation and curated inspiring solutions.

INNOVATION

Showcase your innovations at the perfect platform. Plus, you'll stay up to date with the latest developments yourself.



BECOME PART OF
ISPO 2025

SPORTS



ISPO's Brands & Products Arena provides the ideal environment to showcase your brand effectively, whether in outdoor, performance, team sports or other dynamic segments, and to identify and learn about upcoming trends.



SPORTS
FASHION



Hall A1 is dedicated entirely to the topic of lifestyle-oriented outdoor and sports fashion and offers you the perfect space to drive your business forward, set trends and build brand buzz.



HEALTH &
WELLBEING



Being aware of health's crucial role, ISPO offers a separate health & wellbeing space that allows you to showcase health, recovery, mindfulness, and prevention products to visitors from sports, lifestyle, retail, corporate health, and tech.



ISPO 

SOLUTION PROVIDER



Within the Commerce & Experience Arena you'll find direct access to retail leaders, brands and start-ups actively seeking for your solutions in retail tech, digital services, marketing, and sustainability. Generate leads and shape the future of sports.



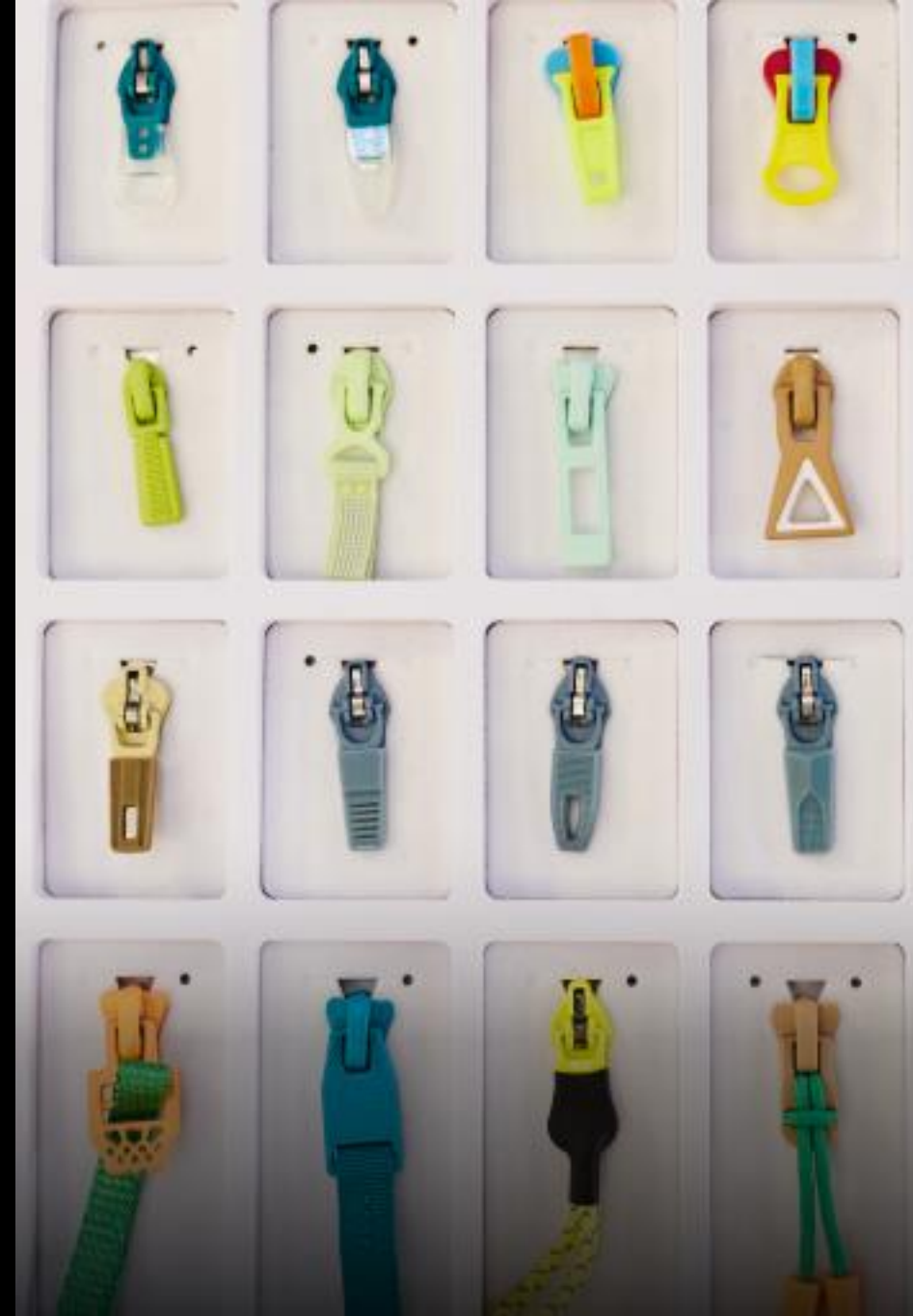
SPORTSTECH & START-UPS



Present and discover new technologies and bold ideas that are revolutionizing training, measurement, experience, and marketing within the sports industry in the dedicated sportstech & start-ups area. Here you become visible, find the right partners for your next steps and benefit from validation to scale your vision.



SOURCING & MANUFACTURING



Within the focused Upstream & Supply Arena, showcase your expertise in offering sustainable solutions and innovative production processes to connect with buyers, developers and brand leaders. Expand your global network, access new markets, and strengthen your position in the sports value chain.



TEXTRENDS & RAW MATERIALS



ISPO and especially the ISPO Textrends Award is the pivotal meeting point for product designers, brands, manufactures and key decision-makers when it comes to presenting innovative materials, smart productions and pioneering developments, entering into collaborations, utilizing synergies and ultimately setting new standards for the future.

ISPO Textrends



KEY INITIATIVES



RETAIL INITIATIVE FOR MORE BUSINESS OPPORTUNITIES

As the retailers are vital, linking your innovations to eager consumers and driving market success. ISPO Munich is the essential place to meet these key players and decision-makers. Our enhanced international retail program strategically amplifies retailer engagement, bringing more influential buyers to ISPO. This powerful initiative helps you expand crucial local market relationships, unlocking precise business opportunities. Join us at ISPO Munich and directly shape your brand's future reach and impact.



MEDIA FOCUS FOR HIGH REACH AND INTERNATIONAL VISIBILITY

Showcasing inspiring solutions and trendsetting innovations at ISPO Munich ensures significant media attention, a huge value for all sports enablers. This year, the exciting 1st Global Sports Influencer Summit will further boost on-site media presence, guaranteeing the widespread reach and high visibility your brand deserves. **Step into the spotlight at ISPO Munich and let the world discover your vision.**



TARGETED MATCHMAKING TO GROW YOUR BUSINESS

Making the right contacts is crucial for business growth. Our proven matchmaking program connects you with the precise individuals to fuel your expansion through physical and digital interactions before, during, and after ISPO. Find and engage with the exact decision-makers you need to propel your business forward. **Maximize your networking power and unlock unparalleled opportunities at ISPO Munich.**

QUOTES

ISPO remains the central platform for the exchange between industry and trade and, as a leading trade fair, fulfills several essential functions. It offers the opportunity to experience innovations up close, identify trends early on and make valuable contacts.

– Margit Gosau und Dominik Solleder, CEOs , SPORT 2000

I can safely say that we will be reaching out to at least 10 brands that we will want to add to our portfolio and one of them has already put us in contact with their agency in Canada.

– Bao Trinh, Vice President Merchandising, Altitude Sports

As a dynamic platform for start-ups, ISPO's Brandnew Village provided Unitree PUMP with invaluable opportunities to showcase its cutting-edge technology and connect with industry leaders, potential partners, and investors.

– Jo Chou, Sales & Support Team, Unitree Robotics

Every year, ISPO is an excellent opportunity for us to ***exchange ideas face-to-face*** with industry partners and receive ***direct feedback from the market.***

– Andreas Schulz, Head of Marketing, Fidlock

SEE YOU AT

ISPO 2025

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[ISPO.COM/MUNICH](https://ispo.com/munich)

