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Consumer Insights Report 03/2022

by ISPO Collaborators Club
Quarterly brand ranking, insights survey, trend forecasting and current mindset assessment based on the consumer community of the ISPO Collaborators Club.

ISPO
Accelerating Sports

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ISPO Consumer Insights Report

Background

The Consumer Insights Report regularly records the current mindset and trends on an international basis, as well as brands that are in pioneering positions here or are on the way to becoming one.

Objective

With the Consumer Insights Report, the members of the ISPO Collaborators Club regularly provide information about the perception of brands and trends in order to review their strategy, to directly incorporate customer feedback from opinion leaders, and to better classify their own and other brands' positioning.

What makes this report so valuable?

As the international community consists of sports enthusiasts with a high level of diversity and opinion leadership, the surveys can, for example, identify trends that will also become important for the broader sport and outdoor fan community in the future. In addition, ISPO experts curate and interpret the results based on the additional open responses given and classify them for you in a brief, compact, and comprehensive way.

alibaba.com is Partner of the Consumer Insights Report Q3/2022

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The basic membership as ISPO Business-Member is non-binding, free of charge and qualifies to become an exclusive panel partner for a quarterly report.

Contact us for more advice: rapp@ispo.com
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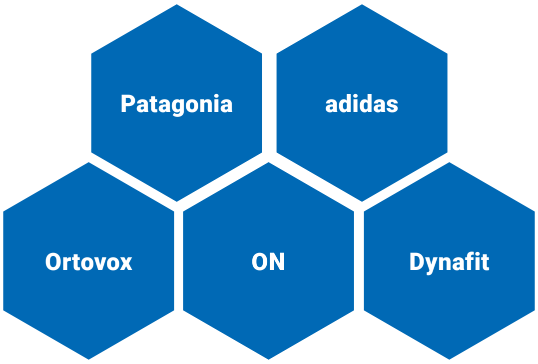
Product Owner ISPO Collaborators Club

Summary

Issue:	**05 | Quarter 3/2022**
Participants:	**144**
Focus countries:	**DE, AT, CH, IT, UK** (inclusion of further countries planned)
Most represented age group:	**41-50 years of age**
Gender distribution:	**35% female** **65% male** **0% diverse or not specified**

Top-5 sports brands of the past three months:



Top brands per key megatrend in the past three months:

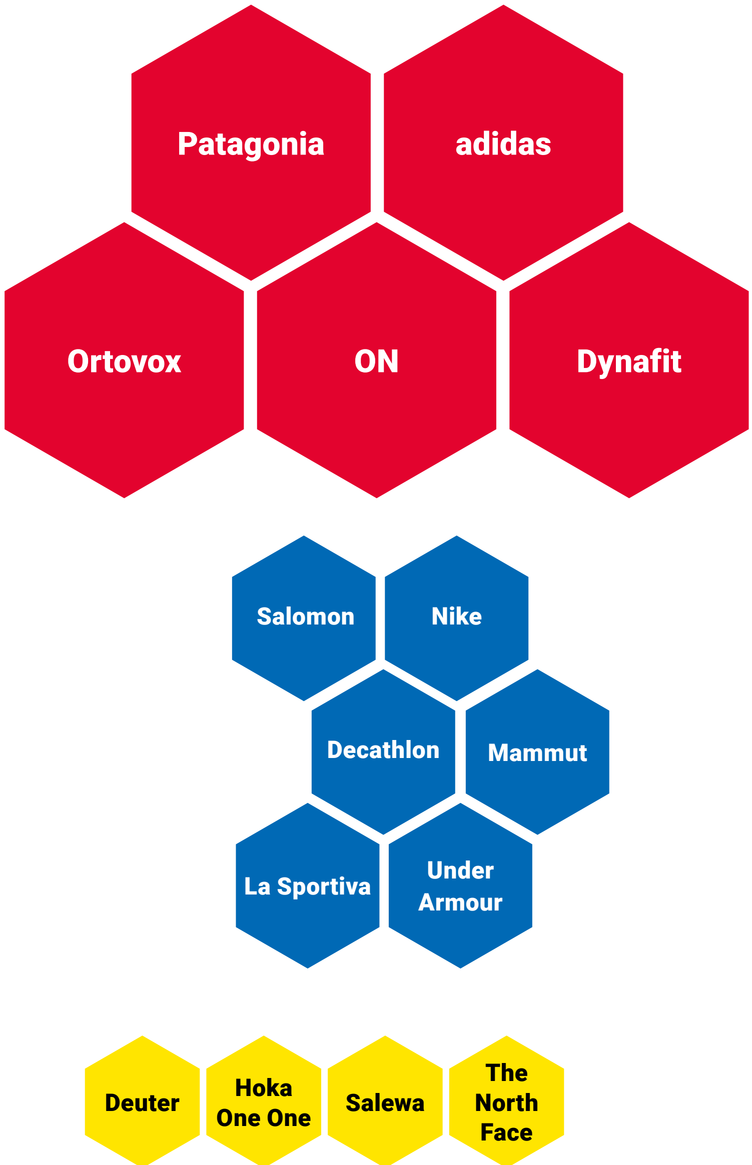
Q3/2022	Sustainability	Digital & Connectivity	Healthstyle
Top brand	**Patagonia**	**Garmin**	**adidas, Nike, Garmin**
Emerging newcomer	**NNormal**	**Coros**	**Headspace**

Top 5 sports brands in the past three months:

The top 5 sports brands of the quarter 3/2022 are Patagonia, adidas, Ortovox, ON and Dynafit.

The chase groups:
Big surprise in the first chase group: Decathlon is the first retailer brand to enter the top rankings. Nike and Salomon lead the chasing group, but both have dropped out of the top five. An interesting turn of events for Nike in particular.

The second group of chasers is a highly heterogeneous group, particularly in terms of turnover levels of the brands, and consists of heavyweights such as The North Face and smaller brands such as Deuter, among others. Continuing in the top rankings are Hoka One One, continuing to build on their success.



It's all happening with the top brands

Patagonia takes a clear lead. Decathlon is the first retailer brand to enter the top five, relegating Nike to the chasing pack.

A lot of movement in the top brand rankings, proving once again that size and market power don't necessarily have anything to do with brand perception - especially not among the first movers surveyed among end consumers, as this report clearly shows.

Decathlon's entry into the top 5 is absolutely worthy of mention; a minor market shakeup. The discounter among the sports retailers is very controversial in some parts of the industry. But the retail chain is doing many things right, has implemented its pan-European omnichannel strategy in high quality, finds and occupies highly frequented locations with exciting store concepts–and not just in the city centers.

Of course, the tremendous triumph of Patagonia should not go unmentioned. Founder Yvon Chouinard has attracted enormous attention with his latest move to turn Patagonia into an NGO of sorts, and as a result has gained an incredible amount of popularity–which is reflected in the ranking as the undisputed number one.

High Potentials & Newcomer per Lifestyle

Sports cannot be divided into product categories if you focus on the consumer.
The Consumer Insights Report identifies the newcomers and high potentials within these lifestyles every three months.

Urban Culture

The importance of sports for the urban lifestyle is increasing. Sports, music, art, fashion, urban mobility–everything flows into one another.

Connected Athletics

Whether solo or as part of an energizing online community, indoors or outdoors, sports increasingly have a digital component.

Performance, Body & Mind

Mindfulness in relation to body, mind and athletic performance continues to be a growing segment. Competition and self-reflection, nutrition, exercise and quality of life are viewed holistically.

Team Sports & Spirit

Organized team sports continue to be a strong sector, but there are also more and more informal groups in which like-minded people come together. Sport as a group experience.

Nature Escapes

Out into nature, as far away from the daily routine as possible–this is becoming increasingly important for a growing number of people.

Adrenaline & Adventure

Exhausting your strengths and abilities, daring to try something new–that's what Adrenaline & Adventure is all about. A very special type of person is enthusiastic about this.

Emerging relevance of brands per lifestyle.

Newcomers and high potentials are identified according to the "evoked-set principle". In this case, the respondents were explicitly asked about relevant brands of which they had not yet been a buyer in the last three months.

High Potentials in **Urban Culture:**

adidas is at the top with slightly lower scores than before, but remains high in favor with urban and lifestyle-oriented consumers.

The previously second-placed player Nike, on the other hand, cannot activate any new target groups (see note on "evoked set principle"). Patagonia has positioned itself here and can look forward to many new buyers.

Another major winner in the battle for urban potential buyers is ON, which has managed to change its brand perception from a purely athletic running brand to a sporty lifestyle brand.

High Potentials in **Connected Athletics:**

Garmin continues to be in the sights of new buyers and there are only minor shifts among the high potentials.

Apple and Suunto follow Garmin, which means that Apple is rated slightly higher than in the previous forecasts, which could be due to the increasing integration and expansion of Apple Health to various devices (including Apple's own devices) and apps.

The latest efforts of the portal and app provider Outdooractive also seem to be making an impact and is now moving into the favor of new consumers ahead of competitor Komoot.

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High Potentials in Teamsport & Spirit:

Soccer will be king (due to the controversial World Cup in Qatar) and therefore it is apparent that adidas and Nike, as the biggest and most famous outfitters, are ahead of the other market players by a very large margin.

ON and Puma can also look forward to increased buying intentions compared with recent months.

Salomon
ON
Schöffel
Decathlon
Erima
HUMMEL
Freeletics
NIKE
Zwift
ADIDAS
JAKO
Freeletics
Mammut
PUMA
Canyon
Garmin
Under Armour
Uhlsport

High Potentials in **Adrenaline & Adventure:**

The high potentials continue to be in the mountaineering and alpine context, which is understandable given the winter season.

The longing for adventure in the mountains remains high. New among the high potentials is the Red Bull brand, which became known as an energy drink–but have various products and labels for athletes in their portfolio.

Otherwise, Salewa, Mammut and Dynafit lead the mountain-heavy field–but the gaps between the remaining brands are small.

High Potentials in **Nature Escapes:**

A big surprise in the detailed examination of the outdoor-savvy lifestyle "Nature Escapes": Despite the enormous amount of attention on Patagonia, Ortovox has managed to be on par with the US giant.

It is important to bear in mind that the purchase intention of the next three months is considered here–the autumn/winter season is just around the corner and should have given Ortovox tailwind.

VAUDE, slightly down, but still positioned as the European answer to Patagonia in the top range. Otherwise, the field of brands shows that the winter season is approaching.

High Potentials in Performance, Body & Mind:

Although Nike lost in the top-5 ranking, they are the winners in the "Performance, Body & Mind" life style, overtaking adidas, who are nowtied with Lululemon.

Lululemon–despite the occasional criticism from the yoga fanbase–has managed to establish itself as the athleisure brand for the healthconsciouslike no other brand.

As health continues to be a huge growth driver for many brands (also innutrition and supplements), brands like Powerbar also benefit from an increased purchase intention. The same applies to Clifbar or Orthomol, which are among the high potentials for the first time.

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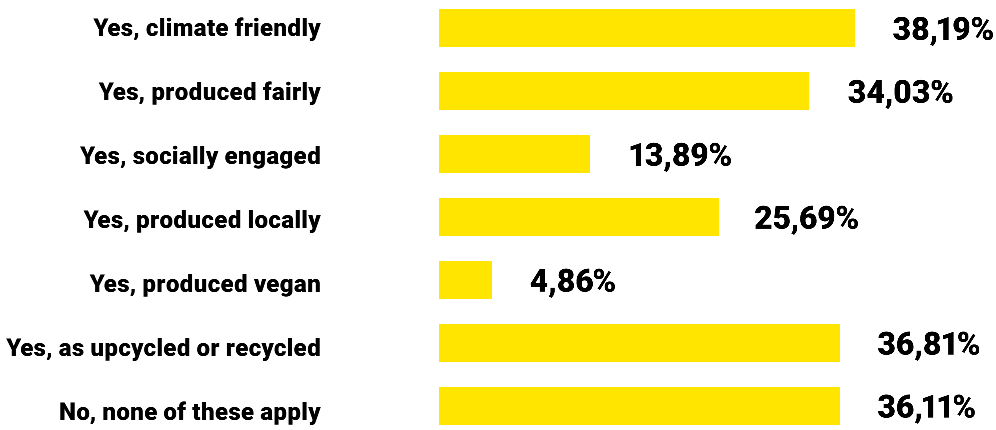
Brand loyalty and motivation to switch

When looking at the top rankings of the brands, the question remains as to what would actually persuade opinion-forming end consumers to switch. The answer is clear.

The three most important motivations are sustainable and fair production and attitude. At the same time, it is clear that a large rangeof reasons for switching could not be captured–but among them, motives could include some that are closely linked to the pricing of products and services due to the large number of crises.

In the last three months, have you switched or decided to switch to a certain brand and/or product for the following reasons?



Multiple responses possible,
n=144

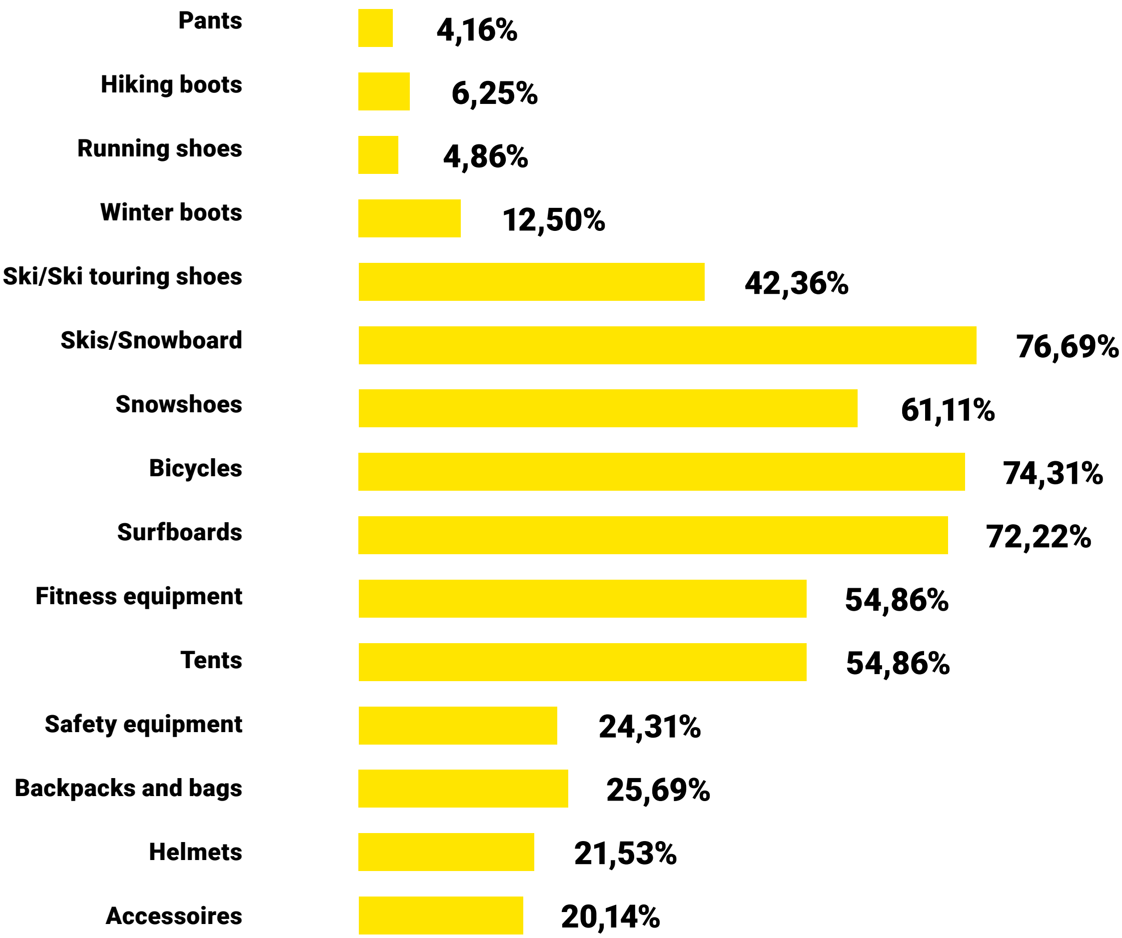
Buying vs. renting

Rentals are booming–the perfect mix of sustainability and savings.

According to various consumer climate reports, major purchases arecurrently being postponed and the savings rate is rising. At the same time awareness of climate change and the desire for more environmentally friendly consumption are on the rise. The rental market is benefiting from this and responding with more offers. In addition to the classics such as hard goods for skiing, bicycles and surfing equipment, there is now new potential, such as tents and fitness equipment.

Especially the latter has been very well established in the market by Peloton, VAHA and similar brands. But backpacks and bags as well as safety equipment also enjoy–albeit smaller–potential. Here, brands and especially retailers can score with appropriate offerings.

Which products could you imagine renting instead of buying?



Multiple responses possible,
n=144

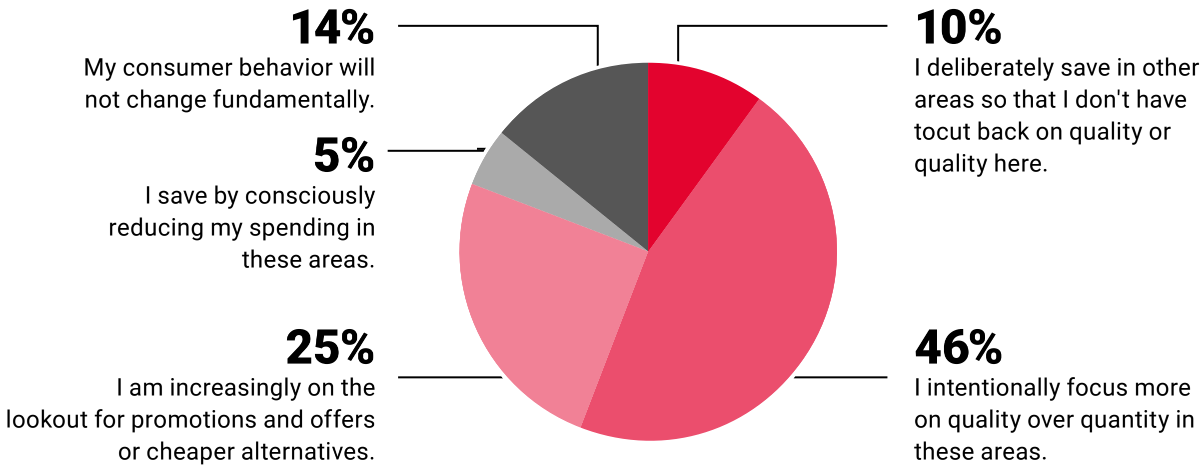
Sports consumption and purchasing behavior in times of crisis

Quality before quantity is the answer for unsettled consumers.

Even though the Consumer Insights Report is surveyed among a highly sports- and lifestyle-savvy population, it is a little surprising that price is not the main factor when it comes to consumption in the context ofsaving and against the backdrop of various crises. Instead, it is the quality that is now sought and, related to this, certainly the expected longevity and sustainability in order to avoid new purchases. Only in second place does price sensitivity come into play–in the increased search for offers and promotions.

However, both are highly effective signal generators and recommendations for the sports industry. In the short term, sales losses can be cushioned by offers and promotions, but in the medium and long term (which plays a role in the development, pricing and strategy of new collections and offers), the focus on quality pays off. However, since quality usually comes at a price, it is advisable to ensure that discount campaigns do not stand in the way of any quality positioning and confuse consumers.

Will you shop differently in the next three months when it comes to sports and outdoor and all related topics (health, nutrition, tourism, etc.)?



Effect of brand collaborations

Fashion, luxury meets sport

The North Face and Gucci have done it, as have many others before. Great collaborations among strong and/or top brands are becoming more and more common. Always in the delta of elusive yet important factors between sport, sportiness, fashion and luxury–somewhere between culture and fashion or ultimately hype. Ultimately, however, it is the effect of these collaborations among the target groups that is interesting and decisive. Is this even worthwhile in addition to news value and "talk of the town" in the industry? The answer is clearly yes!

In summary, when looking at the data, it is clear that both the existing target group finds it exciting in the majority when the trusted sports brand reinvents itself and also contributes to making a fashion statement. At the same time, brands are reaching new audiences and expanding their relevance. The fear is that the loyal brand fans already won over will no longer identify with "their brand" and turn their backs. The fear is real, but the risk is not as great as perhaps assumed–as can be seen from the data below.

Considering that the survey was conducted among a very sports-affine community (ISPO Collaborators Club), it can be assumed that the riskof brand damage is even lower among the broader mass of end consumers.

Fashion meets sport. How do you feel about these collaborations?

35%
It's good that it's not a contradiction, to be an athlete and to have fashionable demands at the same time.

23%
With these collaborations, the sports brands remain more exciting–regardless of whether I would buy these collections or not.

26%
The sports brands reach new target groups through the collections, but it is not very relevant for the existing sports buyers.

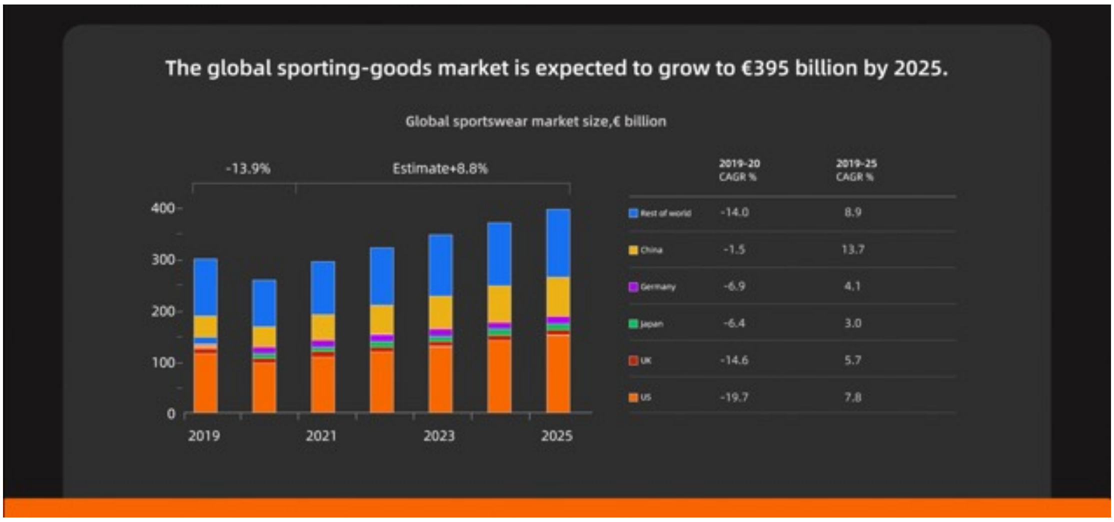
16%
The sports brands involved lose their credibility for sports buyers through these collaborations, and areless likely to reach their existing customers as a result.

Alibaba.com x ISPO Sports & Outdoor Sourcing Trends White Paper

Global growth and trends in sports & outdoor on Alibaba.com

Growth potential

Despite inflation, the global sporting-goods market is expected to grow to 395 billion Euros by 2025, according to data from Euromonitor and McKinsey.



According to Statista, revenue in the European sport and outdoor segment is expected to show an annual growth rate of 11.03%, resulting in a projected market volume of €20.16bn by 2027.

These trends are reflected in the latest data from Alibaba.com, the professional B2B sourcing platform.

The GMV (Growth Merchandise Value) of sporting goods and camping items on Alibaba.com saw a significant month-on-month increase in October 2022:

- **Camping:** **+ more than 150%**
- **Balance training, boxing, cardio training:** **+ more than 300%**
- **Winter and water sports:** **+ more than 150%**

Global growth and trends in sports & outdoor on Alibaba.com

Key Sourcing Trend
New Era of Camping

Key Sourcing Trends
Among its global buyers, Alibaba.com has also observed the following sourcing trends in the sports and outdoors market.

1. Camping has become a way of life. More people are hearing the call of the wild and venturing into the great outdoors, yet still want to make the experience as enjoyable as possible.

The increasing popularity of 'Glamping' is also reflected in Alibaba.com's data. For example, we are seeing many new types of tents, GMV skyrocketed this September. Air tents, automatic tents, and shower tents grew by about 300% compared to August. "Cot tents" GMV even grow more than 1400% compared to August.

We have distilled keywords from top-performing products related to camping:

- **New looks, new structures**
- **Lightweight and foldable**
- **Simple to set up and to store**

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Key Sourcing Trend
Green Commuting

2. Commuters are looking for more convenient, time-efficient, affordable, and environmentally friendly transport options.

According to Statista, the European global scooter market is expected to show an annual growth rate of 3.99% between 2022 and 2026, resulting in a projected market volume of US$1.28bn by 2026. Scooters segment unit sales are expected to reach 260.71K motorcycles in 2026.

In September on Alibaba.com, GMV for self-balancing electric scooters grew by 940% compared to that of last month. Meanwhile, electric bicycle parts/accessories GMV grew by 119% and electric scooter parts/accessories GMV grew by 330% compared to last month.

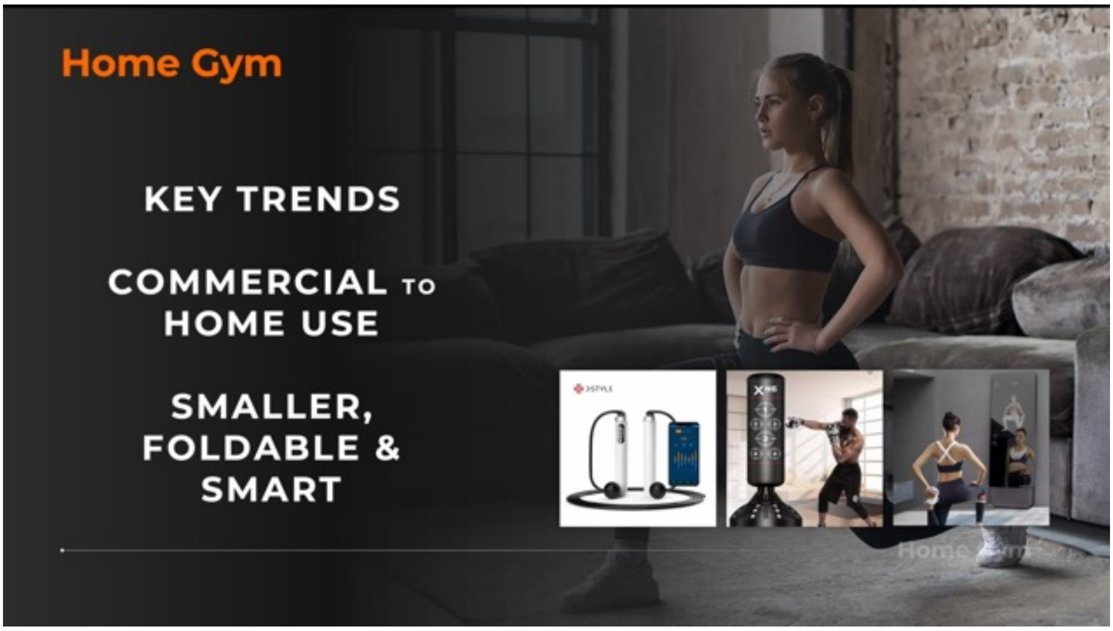
Some of the key words that we find our buyers care mostly about are:
- **Shock absorption**
- **Long-range**
- **Foldable**
- **High power**
- **Smart**

Global growth and trends in sports & outdoor on Alibaba.com

Key Sourcing Trend
Home Gym

3. Sourcing data on Alibaba.com suggests home use gym equipment is still on the rise, and people now prefer smaller, foldable and smart equipment.

The pandemic elevated consumers' awareness of the importance of health and wellness and at-home gym solutions are here to stay. Exercising at home using fitness equipment saves gym membership expenses, which is especially relevant given current economic pressures across Europe.



Global growth and trends in sports & outdoor on Alibaba.com

What do SMEs in the industry care about?

Build their own products–partial to full customization
The pandemic has reshaped the sports and outdoor industry, pushing it to be more digitally direct-to-consumer. Social influencers are now becoming not only the brand ambassadors for existing big-name brands but also owners of their own brands. We are seeing the rise of this group of entrepreneurs and noticed that they care very much about customization capabilities, which our suppliers are very strong in. From partial customization, such as changing color or putting on logos, to full customization, meaning creating products from scratch, on Alibaba.com there's a group of suppliers with strong R&D capabilities to help influencers build their brands as well as niche & competitive products.

Source products in one go–one stop procurement
There are two types of sourcing patterns we've observed in our B2B buyers in the sporting goods sector: sourcing products & spare parts in one batch and sourcing a number of products for one type of sport in one batch. Recognizing this need, Alibaba.com started verifying and recruiting suppliers who can support "One Stop Procurement" to help buyers drive down shipping costs as well as boost their sourcing efficiency.

Agile supply Chain
In a post-pandemic world where businesses can gain a competitive edge if they meet the challenge of a shorter demand cycle. Alibaba.com suppliers can help dispatch goods with a low MOQ (Minimum Order Quantity) to meet buyers' needs of sampling the product or try sourcing a small amount to test if it will sell or not. A mix of local sourcing and global sourcing can help build a resilient supply chain while still saving on costs.

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Imprint
Consumer Insights Report

Please note:
The Consumer Insights Report is used to identify trends and sentiment and is not statistically modelled. Due to the high level of involvement, the panel participants also do not reflect the actual representative buyer land-scape but come from a peak segment of consumers.

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