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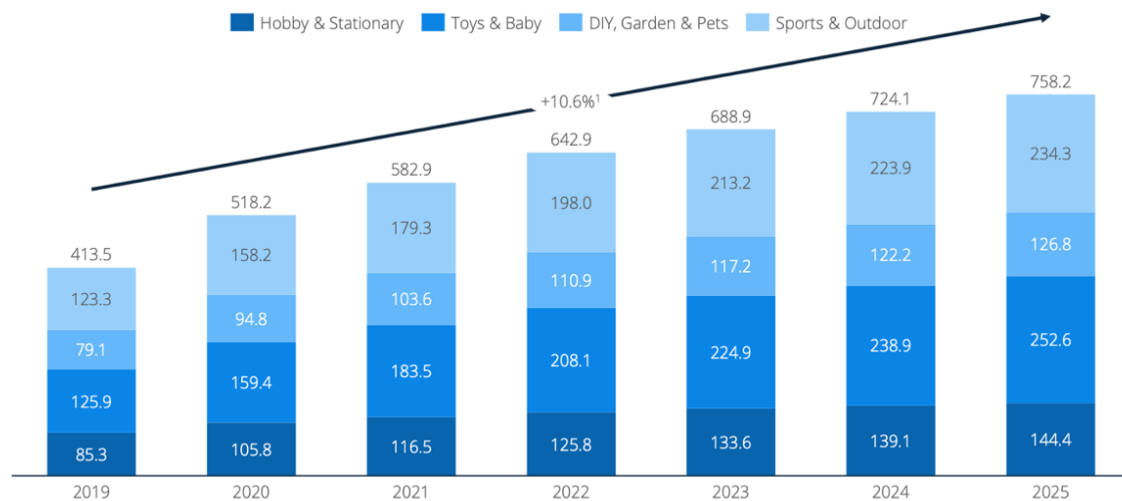
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# 1 Overview of Overseas Market Segments for the Sports Category

## 1.1 Overall Scale

In 2022, global online sales in the Sports and Outdoor categories are expected to reach \$74.96 billion. At a compound annual growth rate of 10.03% from 2022 to 2025, it will grow to \$99.86 billion. <sup>1</sup>

Global segment sizes forecast in billion US\$

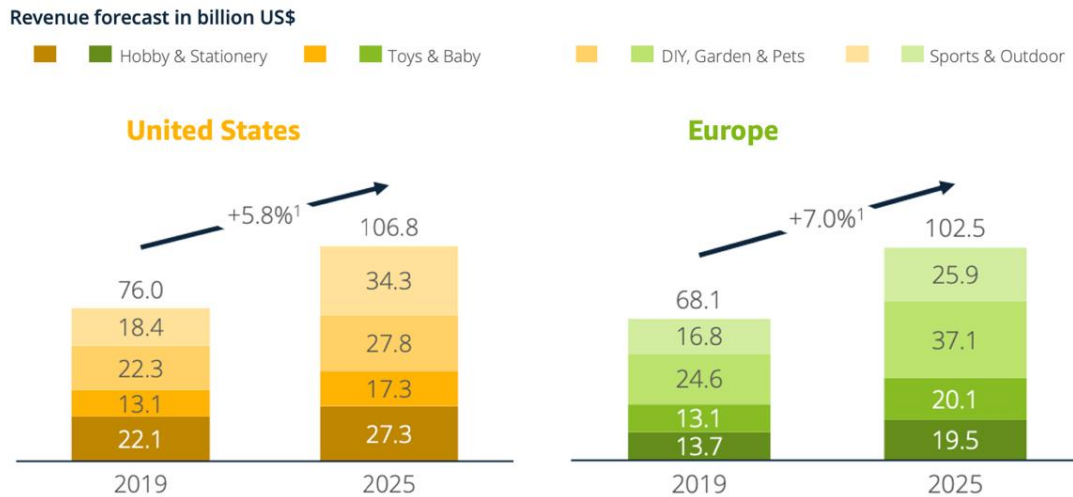


1: CAGR: Compound Annual Growth Rate / average growth rate per year  
 Note: Revenue figures refer to Gross Merchandise Value (GMV); Forecast adjusted for expected impact of COVID-19, November 2020  
 Source: [Statista Digital Market Outlook 2020](#)

## 1.2 Performance of Different Market Segments

In 2019, online sports and outdoor sales in the US reached \$18.4 billion, and are expected to grow to \$34.3 billion by 2025. <sup>2</sup>

In 2019, online sales in the sports and outdoor category in Europe were US\$16.8 billion, and are expected to grow to US\$25.9 billion by 2025. <sup>3</sup>



1: CAGR: Compound Annual Growth Rate / average growth rate per year  
 Source: Statista Digital Market Outlook, 2020

## 2 In-depth Analysis of Overseas Hot Selling Products in the Sports Category in 2021

### 2.1 Recommendations in the Popular Sub-categories of Indoor Sports & Fitness

Which products are popular in spring and summer? Which products will peak sales at the end of autumn and winter? Which products are popular all year round?

The star rating selection guide will help you quickly find the answers.

#### Star rating out of 5:

- The recommendation index takes into account a number of parameters, including the category's marketplace capacity, growth rate, penetration rate of sellers, and penetration speed. The higher the star rating, the more recommended it is;
- The competition index takes into account the penetration rate of sellers. The higher the star rating, the lower the level of competition, and the more recommended it is to enter;
- The heat index takes into account the sales growth rate over a specific period of time in the past. The higher the star rating, the faster the growth rate.

Year-End Peak Season Rapid Growth Category				Indoor Exercise Equipment & Accessories Recommended Products Throughout the Year			
Category	Recommendation Index	Competition Index	Heat Index	Category	Recommendation Index	Competition Index	Heat Index
Football Goalkeeper Gloves	★★★★★	★★★	★★★★☆	Weight Plates	★★★★★	★★	★★
Archery Arrow Heads	★★★★☆	★★★	★★★★★	Dumbbells	★★★★★	★★★★☆	★★★
Basic Multipurpose Backpacks	★★★★☆	★★★★★	★★★★☆	Gym Benches	★★★★★	★★★	★★★
Multisport-use Mouth Guards	★★★★☆	★★★	★★★★☆	Kettlebell Weights	★★★★☆	☆	★★★★☆
Hunting Camouflage	★★★★	★★★	★★★★☆	Exercise Mats	★★★★☆	★★★★	★★★
Volleyball Knee Pads	★★★★	★★	★★★	Pilates Reformers	★★★★☆	☆	★★★★☆
Sports Fan Beanies	★★★★☆	★★★★☆	★★★★	Exercise Equipment Mats	★★★★☆	★★	★★★★☆
Sports Fan Sweatshirts	★★★★☆	★★★★☆	★★★	Weight Bars	★★★★	★★★	★★★
Soccer Shin Guards	★★★	★★	★★★	Elliptical Trainers	★★★★	★★	★★★★
Sports Fan Outdoor Flags	★★★	★★★★	★★	Treadmills	★★★★	★★★★☆	★★
Sports Fan Jackets & Jerseys	★★★	★★★★☆	★★	Dumbbell Racks	★★★★☆	★★★★	★★★
Laser Rangefinders	★★★	☆	★★★	Yoga Foam Wedges	★★★★☆	★★★	★★★★
Pickleball Paddles	★★★	★★	★★	Yoga Blocks	★★★★☆	★★★★☆	★★★
Hunting Competition Cameras	★★	★★★★☆	★★★★	Punching Bags	★★★	★★★★☆	★★★★☆
Camouflage Hunting Apparel	★★	★★★★	★★★★	Power Cages	★★★	★★	★★
Sports Water Bottle Accessories	★★	☆	★★★	Skipping Ropes	★★★	★★★★★	★★
Elliptical Trainers	★★	★★★	☆	Medicine Balls	★★★	★★	★★★★★
Sports Compression Shorts	☆	★★	☆	Vibrating Platform Exercise Machine	★★★	★★★	☆
Sports Pants	☆	★★★★☆	☆	Adjustable Gym Benches	★★	★★★★★	☆

**Outdoor Exercise Equipment & Accessories**

Recommended Products Throughout the Year

Category	Recommendation Index	Competition Index	Heat Index
Push-and-pull Golf Carts	★★★★	★★☆	★★★
Exercise Machine Attachments	★★★	★★★★	★★★★
Arm Exercise Machines	★★★	★★★★	★★★
Golf Hitting Mats	★★☆	★★☆	★★★★☆
Pull-up Bars	★★	★★★★☆	★★★★
Exercise Bikes	★★	★★★★☆	★★☆
Exercise Rowers	★★☆	★★★	★★★★★
Golf Putting Mats	☆	★★★	★★★★

**Exercise Apparel Accessories**

Recommended Products Throughout the Year

Category	Recommendation Index	Competition Index	Heat Index
Safety Glasses	★★★★★	★★☆	★★
Exercise Bands	★★☆	★★★★★	★★
Weight Vests	☆	★★	★★★★★
Cleaning Gloves	☆	★★★	☆
Safety Masks	☆	★★★★★	☆

**Bicycle-Related**

Recommended Products Throughout the Year

Category	Recommendation Index	Competition Index	Heat Index
Children's Mountain Bicycles	★★★★★	★★☆	★★☆
Mountain Bicycles	★★★★★	★★★★☆	☆
Comfort Bicycles	★★★★☆	★★	★★
Folding Bicycles	★★★★☆	★★★★☆	★★★★☆
Bicycle Saddles & Seats	★★★☆	★★★★	★★☆
Cycling Glasses & Goggles	★★★☆	★★★★★	☆
Camping Sanitation Supplies	★★★☆	★★★★☆	★★★
Tents	★★☆	★★★★☆	★★★★☆
Children's Bicycles	★★☆	★★★	★★★★★
Bicycle Trainer Accessories	★★	★★	★★★
Exercise Bicycles	★★	★★★★☆	★★★★
Bicycle GPS Units	★★☆	★★	★★★★☆
Bicycle Spokes & Accessories	★★☆	★★★	★★★★☆
Indoor Kayak Storage Racks	☆	★★★	★★★★★
Bicycle Child Seats	☆	★★	★★★★★
Bicycle Tool Kits	☆	★★★★☆	★★★★☆

**Skiing-Related**

Recommended Products Throughout the Year

Category	Recommendation Index	Competition Index	Heat Index
Outdoor Skiing Shoes	★★★★	★★★	★★★★☆
Diving Mask Defoggers	★★★★	★★★	★★★★
Skiing Shoes	★★★☆	★★★★☆	★★★
Inline Roller Hockey Shoes	★★★	★★★	★★★★☆
Children's Ride-on Accessories	★★★	☆	☆
Skiing & Snowboarding Protective Gear	★★★	★★☆	★★★☆
Roller Skate Replacement Wheels	★★★	★★★★	★★
Cruiser Recreational Vehicles	★★☆	☆	★★★★☆
Paddle Boards	★★☆	★★★★★	★★
Bicycle Tubes	★★☆	★★★★	★★☆
Standup Paddle Board Bags	★★	★★★★☆	★★☆
Snow Sleds	★★☆	★★★	★★☆
Skiing & Snowboarding Elbow Pads	☆	★★☆	★★

## 2.2 Examples of Some Popular Sub-categories of Indoor Sports and Fitness

### Cardio

**Product examples:** Exercise bike, treadmill, skipping rope

**Customer concerns:** Adjustable strength range, robustness, ease of installation, product size and weight, skipping rope handle, material, size, weight, comfort and grip, adjustable rope length, durability

**Advice for sellers:** The product should have a large enough adjustable intensity/length range to accommodate different levels of exercisers. The product needs to be strong enough, and if the product has a problem with the user running/beating at high speed, the consequences can be serious. You should consider both the size of the package and whether it is easy for customers to install. If it is aimed at customers who rent a single apartment, a compact size product may be more popular. The handle of skipping rope products should be frictional. Harm may be caused if the handle slips when the user sweats. At the same time, skipping rope products should consider weight. The product should be convenient for customers to carry, and should not add extra weight when jumping.

**Popular market segments:** US, Japan



## Anaerobic/Stretching

**Product examples:** Gym mats, yoga mats, fitness bars, pull bands

**Customer concerns:** Whether the product is firm and safe, waterproof and non-slip, soft, comfortable and durable material, moderate size and thickness, easy to store

**Advice for sellers:** Pull belts and foldable fitness mats are both categories that sellers have hardly broken into yet. However, people in US have always made a habit of fitness, and the pandemic has made more people who love sports choose to exercise at home. Therefore, whether the product is safe and secure and can be used at home is key. The product must be waterproof and non-slip, and if the user slides during use, serious harm may result. The size of the product is moderate and does not take up much space. Soft and durable material is also one factor to consider. Soft material can reduce harm to the body caused by sports. In addition, after the pandemic, most customers will bring their own fitness equipment to the gym to use. Products that are easy to carry and store will be more popular.

**Popular market segment:** US



# 3 Sports Category Operation Tips

## 3.1 Suggestions for Sellers

### What are the advantages of the Sports and Outdoor categories?

Sports and outdoor products mostly rely on the demand generated by application scenarios (such as kick-boxing, skiing, mountaineering, or camping), which are popular all over the world. Therefore, the products with a global universality stand a chance to become global best-selling products.

### What are the precautions for sports and outdoor products?

Customers are concerned about product functionality, such as:

- The material should be lightweight, high in strength, have good elasticity and strong breathability, and should be quick-drying;
- Ergonomic design should allow the user to move freely and effectively resist impact;
- Considering the uncertainty and variability of sports and outdoor activities (such as rain and snow), the product may benefit from heat insulation, non-slipperiness, waterproofness, and durability.

When creating a product detail page, you need to be as detailed as possible about the product's dimensions, accessories, and installation tutorials to avoid unnecessary customer complaints.

**Note: Be careful not to infringe on the IP rights sports teams, players, or franchises.**

### What are precautions to take for sensitive categories?

Since some of the sports and outdoor categories are sensitive categories (such as hunting), sellers are advised to carefully understand Amazon's sales policies on related products before launching a new one, and should respect domestic sales regulations in China and US. Sellers can log in to Seller Central and search for "Selling Policies" for more information.

### 3.2 Peak season calendar for sports and outdoor categories

Sports Category/Month	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fitness and Leisure Games	No significant seasonality									
Outdoor Durable Goods										
Cycling										
Outdoor Apparel										
Skateboarding, Surfing, Skiing										
Golf										
Hunting										
Team Sports - Lacrosse										
Team Sports - Athletics										
Team Sports - Tennis										
Team Sports - Baseball, Softball										
Team Sports - Soccer										
Team Sports - Rugby										
Team Sports - Basketball										
Team Sports - Hockey										

# Resources to help you in find the right products

## Product Opportunity Explorer (OX)

Product research is both a science and an art. The good news is that the science is greatly aided by data - data on what customers are searching, how many products compete for those keywords, how many reviews they have, whether they run-out-of-stock often.



Amazon's **Product Opportunity Explorer** tool gives you access to rich, accurate customer demand data so you know the WHY as well as the WHAT.



### Discover unmet & underserved demand

Research customer demand signals via keyword search data, and filter for the highest search volume or highest growth keywords



### Find niche opportunities

Look for product niches, review competitive products in key niches to identify opportunities for differentiation



### Assess competition

Find data on how many brands and products compete in the same space, their average pricing, reviews and even out-of-stock rates

[Click here to learn more about OX](#)

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