

# 北京·2024户外展览会·户外运动用品与时尚展6.26-28

产品名称	北京·2024户外展览会·户外运动用品与时尚展6.26-28
公司名称	北京中展华信国际展览有限公司
价格	18800.00/件
规格参数	
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## 产品详情

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2024 China (Beijing) International Outdoor Products and Camping Equipment Exhibition [Official Website]

In addition to meeting basic functional requirements, outdoor products also need to showcase their emotional appeal of fashion, aesthetics, and trendy personality. Not only has it become a new trend in sports, but it is also the most trendy new way of socializing.

The plan focuses on the high-quality development of the outdoor sports industry, with deepening the supply side structural reform of the outdoor sports industry as the main line. It outlines a blueprint for the development of China's outdoor sports industry, which includes effective connection between supply and demand, coordinated development between industry and ecology, product and service branding, and continuous innovation in business formats and models.

In the post pandemic era, consumer lifestyles have shifted towards outdoor activities, and outdoor sports have become a healthy lifestyle choice for many consumers. The relevant departments predict that the total scale of the outdoor sports industry will exceed 3 trillion yuan by 2025, and the huge market demand cannot be separated from high-quality industry events. With strong support from relevant units, COPE2024 China (Beijing) International Outdoor Products Exhibition will be held grandly from June 26 to 28, 2024 at the Shougang International Convention and

Exhibition Center (the venue of the Beijing Winter Olympics) in Beijing.

### ---急速攀升的消费需求

随着全民健身与全民健康深度融合，户外运动在我国蓬勃兴起。急速攀升的消费需求催生了巨大的户外用品市场，为消费者面对更多元的选择，需求也在不断迭代。在露营、攀岩、探险、登山、滑翔、自驾游、骑行、滑雪、垂钓、潜水、冲浪等不同户外场景下，各类运动休闲需求划分的越来越细致，户外产品在满足基础的功能需求之外，还需彰显出时尚美观、潮流个性的情感诉求。不但成为运动新趋势，更是潮流的一种社交新方式。

### ---蓬勃兴起的行业市场

近年来，全国多个城市，结合自身资源和地域特点，开发出多种户外运动新场景，以个性化体验满足游客消费需求，同时带动乡村经济和周边产业发展，促进户外运动产业进一步壮大。根据国家体育总局、发展改革委等八部门联合印发《户外运动产业发展规划(2022年-2025年)》。规划以户外运动产业高质量发展为主题，以深化户外运动产业供给侧结构性改革为主线，勾勒出供给与需求有效对接、产业与生态协调发展、产品与服务品牌彰显、业态与模式持续创新的中国户外运动产业发展蓝图。

### ---不可错过的行业盛会

后疫情时代，消费者的生活方式已向户外转移，户外运动成为众多消费者健康生活方式的选择。相关部门预计到2025年户外运动产业总规模超过3万亿元，巨大的市场需求离不开高品质的行业盛会。在相关单位大力支持下，COPE2024中国（北京）国际户外用品展览会将于2024年6月26日至28日在北京·首钢国际会展中心(北京冬奥会场馆)隆重举行。展会充分调研行业需求，全面展示全品类户外产品，促进国际贸易进出口，为用户、企业、研究机构和贸易团体提供一个广阔的平台。热忱欢迎户外用品行业踊跃报名