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Press release

An overview of the ISPO Munich 2020 trends and highlights

Kathrin Hagel
PR Manager
Tel. +49 89 949-21474
hagel@ispo.com

- The world's largest sports trade fair gets underway
- 2,850 exhibitors, around 90 percent of which are from abroad
- New: Shoe Village in Hall A5

The 2020 sporting calendar has already begun – there could hardly be a better time to hold ISPO Munich. Today (January 26) marks the start of the world's largest sports trade fair where 2,850 exhibitors from 55 countries will be showcasing all the key developments from the world of sports, business and technology. The platform is the most important industry event for retailers, manufacturers and sports business professionals for exchanging ideas and information and networking. Even famous athletes such as [Lindsey Vonn](#) and [Felix Neureuther](#) will be on site. Not only will visitors enjoy wandering through 18 packed halls but they can also look forward to an extensive supporting program running all the way through to January 29.

Crowd-pulling appeal spanning 50 years

Boasting a wealth of contacts, providing an industry overview and serving as a trend barometer, ISPO Munich hasn't lost any of its crowd-pulling appeal even after 50 years. Every year since 1970, thousands of sports business professionals have been flocking to Munich and seizing the opportunity to showcase their products and services. This is where trends start, innovative developments are discussed, and partnerships are formed and maintained. The industry platform is an international event for the entire sports world – startups, SMEs and corporate giants alike.

More and more brands are signing up for the first time to showcase their products at the trade fair, with this year's newcomers including Sony, with its innovative technical materials, and Save the Duck, with its vegan clothing range. For the first time, adidas Terrex is attending the trade fair. Other companies are making a welcome return, such as adidas and the world's largest action sports company Boardriders, which will be exhibiting products from Quiksilver, Roxy, Billabong,

Element, VonZipper and DC Shoes, as well as [Postcard](#) which sells exclusive fashionable clothing, sportswear and ski apparel. The full list of exhibitors can be found [here](#).

New: Hall A5 is now the Shoe Village

ISPO Munich is making extra space available for a growth market: This year, in 2020, Hall A5 is the [Shoe Village](#). Exhibitors will be showcasing the latest developments in the booming shoes, socks and related accessories segment all under one roof. Anyone keen to find out more about running won't want to miss the [RUNNER'S WORLD running symposium](#) on January 27 in the ICM (International Congress Center).

Winter sports: the beating heart of ISPO Munich continues to be popular

The Snowsports segment occupies five halls (B2 to B6) and will continue to be an interesting sector in the future in view of exciting innovative developments in cross-country skiing, sledding, skiing, snowboarding and winter hiking. This will further boost the already positive trend being seen across this sector, whereby approximately 3.7 million pairs of skis were sold worldwide in the 2018/2019 season – an increase of 16.9 percent (source: [FESI](#)). Since it accounts for [13 percent](#) of the country's total consumer spending, skiing is also the most commercially significant sport in Germany. It is also a very popular sport: Most winter sports enthusiasts enjoy winter hiking and alpine skiing during their winter sports vacation (just under [40 percent](#) in each case). [16.4 billion euros are spent](#) every year in Germany on all types of winter sports as a whole – that's around 20% of total consumer spending on active sports in Germany. Snowsports can cater for all age groups which is why they are referred to as ["lifetime sports"](#).

esports: a digital movement that could also encourage physical movement

As digitalization already plays a role for young people in the world of sports, esports represent a huge opportunity for brands and manufacturers to attract this target group and motivate them to do some physical leisure activities. Figures recently released by the World Health Organization (WHO), which show that almost 20% of adolescents aged between 11 and 17 are not doing enough physical exercise and are turning into couch potatoes, make clear just how important this is. esports have been part of ISPO Munich since 2019. In Hall C6 and at the East entrance, visitors can expect a diverse [esports program](#), including the [MultiBall Hackathon](#) (sponsored by Fun With Balls and Hype & Force of Disruption) as well as the [ES_COM CUP X3](#) (the "Triathlon of the Future").

ISPO Munich 2021 in January

The next ISPO Munich will be held from January 28 to 31, 2021. “We wanted a stable set of dates for the trade fair at the best possible time for the industry and have therefore honored the wishes of the majority of our customers,” says Markus Hefter, Exhibition Director for ISPO Munich, explaining the new date. A period spanning a weekend was also desirable in order to give smaller retailers the opportunity to take part in the trade fair.

Tegla Loroupe receives the ISPO Cup 2020

Tegla Loroupe is one of the most important track and field athletes in the world, is a world record holder and was the first woman from Africa to win the New York City Marathon. She is also an ambassador for peace and tolerance through her Tegla Loroupe Peace Foundation. This award is ISPO’s way of honoring this incredible woman from Kenya for her outstanding sporting achievements and social commitment and will be presented at the ISPO VIP Dinner on January 28.

ISPO Munich Sports Week

Even though the multi-segment trade fair is reserved for trade visitors, for the third time ISPO Munich will be opening itself up to consumers with the [ISPO Munich Sports Week](#). A diverse program of events, including workshops, product tests, presentations and much more, will be available to end consumers in the city and its surrounding areas encouraging them to actively get involved between January 25 and February 1. The highlight event will be the [Night Run](#) on February 1 at the Olympic Park for which over 500 runners have already registered.

Stay up-to-date with the hall plan app and the events calendar

The [event app](#) for ISPO Munich provides you with an overview of all the information you need to know about ISPO Munich whilst on the move and includes a [hall plan](#) and a networking platform. All information regarding events, workshops, panel discussions and live presentations can also be found in the [events database](#).

Info for members of the press

This year the main press conference will be held on the second day of the trade fair: in line with the motto “50 years of tomorrow”, the future of sports and of the ISPO Group will be the main focus. Time and date: 10:00 a.m. on Monday, January 27, 2020, Messe München, Press Center West, 2nd floor.

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.