

TikTok Shop Market Report: Sports & Outdoor Category (2023-2024) SEA

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✓ Product Selection 👤 Influencer Discovery 🔍 Find TikTok Shop 📊 View The Data

Statistical period: November 2023- November
2024



EchoTik's
official
website



EchoTik's
official
account

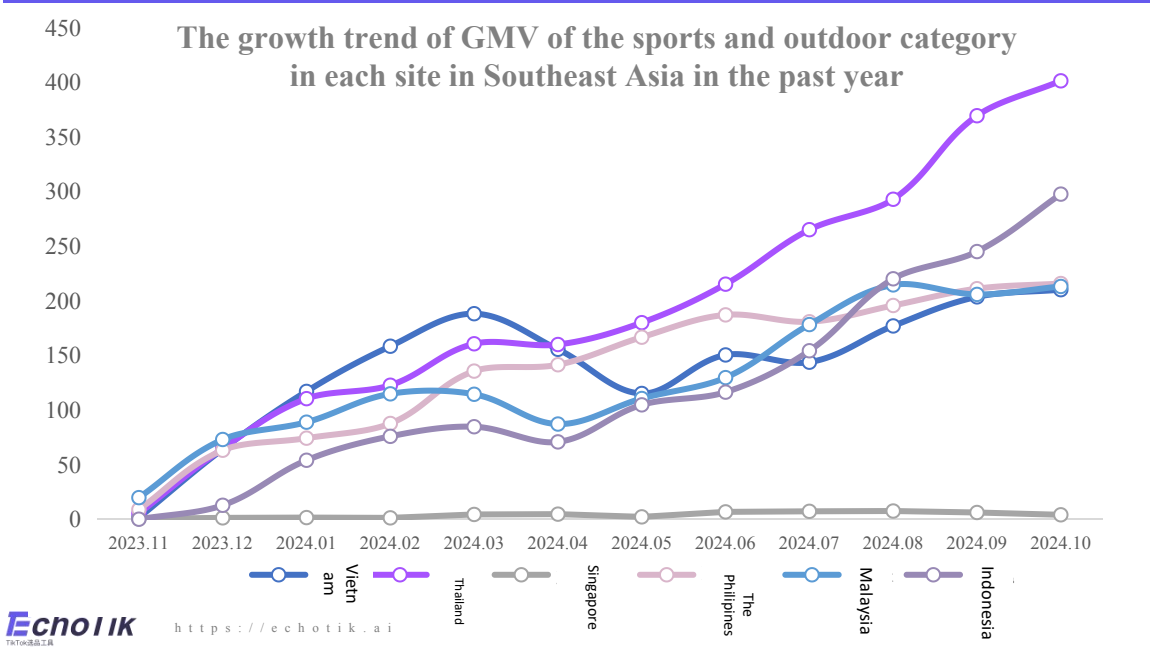
Southeast Asian market-Trends of the sports and outdoor category

The GMV of the sports and outdoor category in the Southeast Asian market has **fluctuated and grown in the past year**. The Thailand market leads with a GMV of approximately **23 million US dollars**, while other markets range from **15 million to 17 million US dollars**.

- ◆ The average GMV of the sports and outdoor category in each market in Southeast Asia in the past year is **above 15 million US dollars**. Especially, the Thailand market has a significant leading advantage. However, in the past year, only the Malaysia market ranked in the TOP 10 among all categories. The relative capacity of the sports and outdoor category in Southeast Asian markets is relatively small, and the market and customers' consumption habits need to be further cultivated.
- ◆ Analysis of the growth trend of sports and outdoor: The Thailand market and the Indonesia market have grown rapidly and continuously, but the growth rate of other markets has slowed down.

The development trend of the sports and outdoor category in Southeast Asian in the past year

Site	Total GMV in the past year (in ten thousand US dollars)	TOP10 Rankings
Thailand	2300-2400	Not in the TOP 10
Vietnam	1600-1700	Not in the TOP 10
The Philippines	1600-1700	Not in the TOP 10
Malaysia	1500-1600	TOP7
Indonesia	1400-1500	Not in the TOP 10
Singapore	100-110	Not in the TOP 10





Thailand Market

Performance and Trend Analysis of the
Sports and Outdoor Category



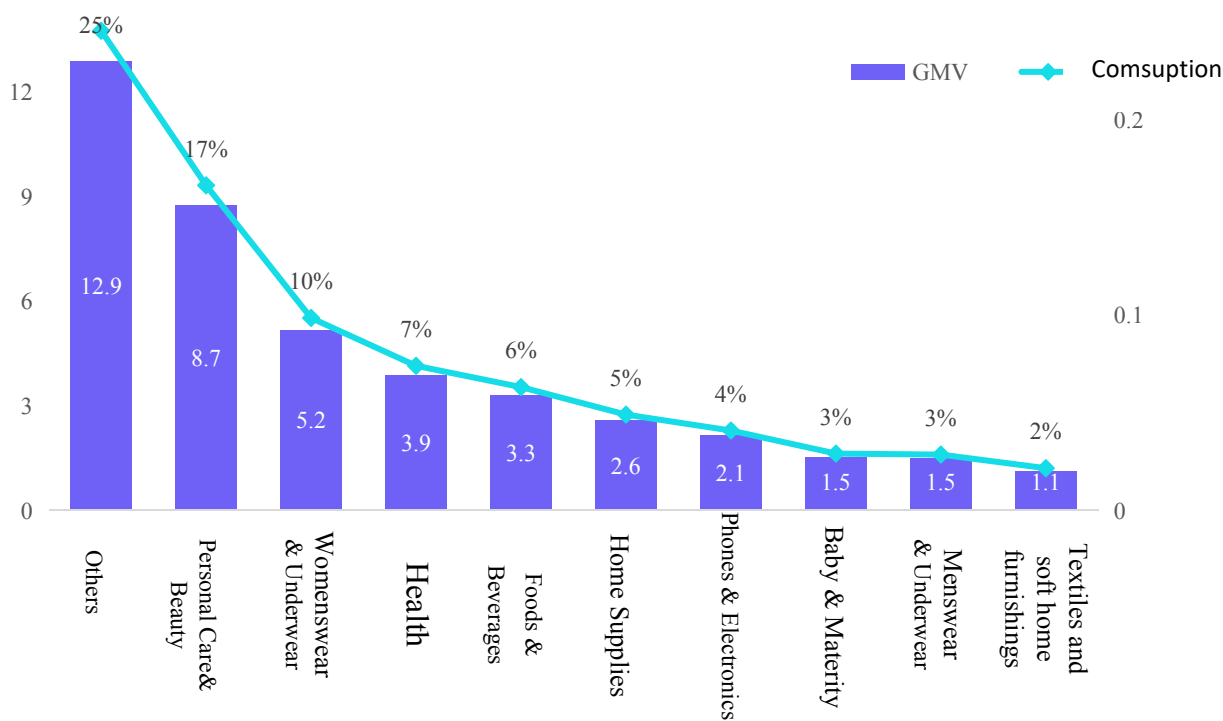
CHAPTER TWO

Thai Market - Top 10 Categories Overview

The threshold of GMV TOP 10 for categories in the Thai market is approximately 110 million.

The sports and outdoor category has continued to grow after the initial upsurge at the beginning of the year, with an increase of approximately 7% in the past half year.

GMV in the Thai market in the past year (in hundreds of millions of US dollars)



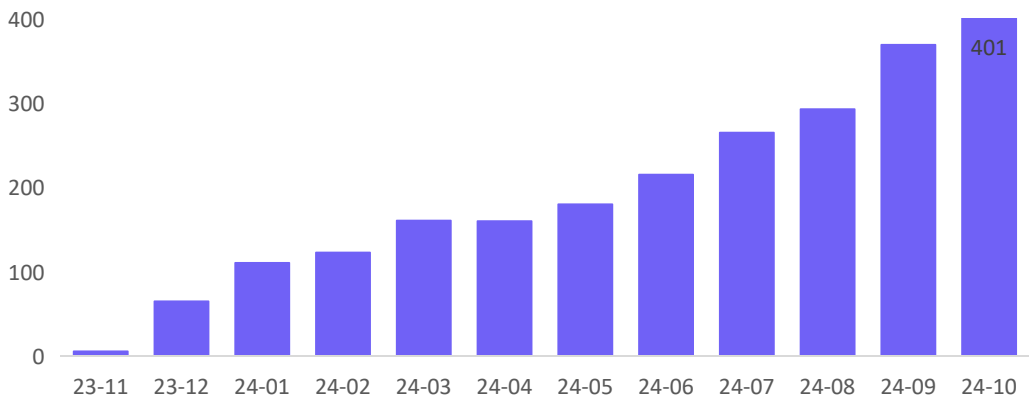
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the Thai market in the past year (Data: October 2024)

	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	43.9%	810.7%	-89.9%	28.7%	4.7%	-1.2%	0.8
Textiles & Home furnishings	46.8%	763.8%	-90.0%	26.8%	29.5%	22.2%	1.5
Womenswear & Underwear	299.7%	350.7%	-90.6%	-10.7%	-4.4%	6.2%	0.5
Personal Care & Beauty	1168.3%	1099.0%	-91.7%	6.7%	18.0%	-12.0%	12.9
Phones & Electronics	-71.2%	673.6%	-88.6%	31.3%	11.1%	-1.6%	-0.6
Baby & Maternity	45.2%	847.5%	-90.7%	23.8%	18.1%	6.2%	1.0
Sports & Outdoor	0.4%	630.8%	-88.3%	2.5%	12.3%	6.7%	0.1
Foods & Beverages	40.9%	943.9%	-92.2%	35.5%	11.6%	-6.0%	0.6
Health	48.9%	683.4%	-87.9%	-7.9%	14.9%	6.4%	0.6
Menswear & Underwear	69.7%	661.8%	-87.7%	0.2%	6.4%	7.7%	0.8

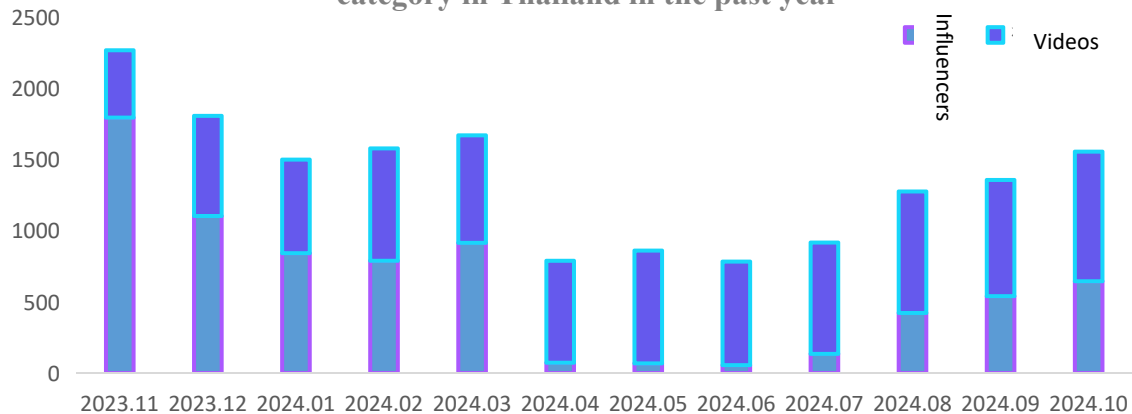
Thai market -Top 10 categories Overview

The GMV of the sports and outdoor category has grown steadily, with the monthly GMV peak reaching nearly 4 million. The GMV marketing has transitioned from influencers to videos, and the number of shipments is dominated by videos.

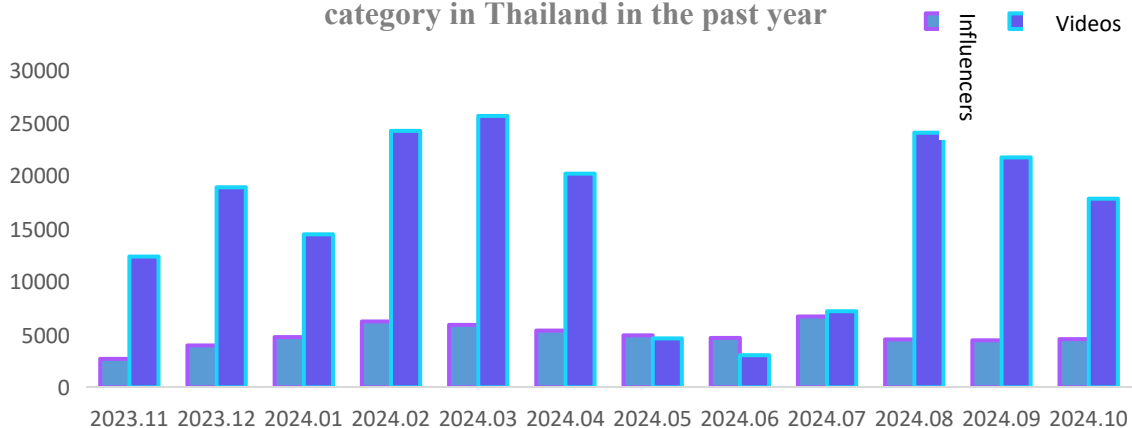
GMV of the sports and outdoor category in the Thai market in the past year (in ten thousand US dollars)



The growth trend of GMV marketing of the sports and outdoor category in Thailand in the past year



The growth trend of quantity marketing of the sports and outdoor category in Thailand in the past year



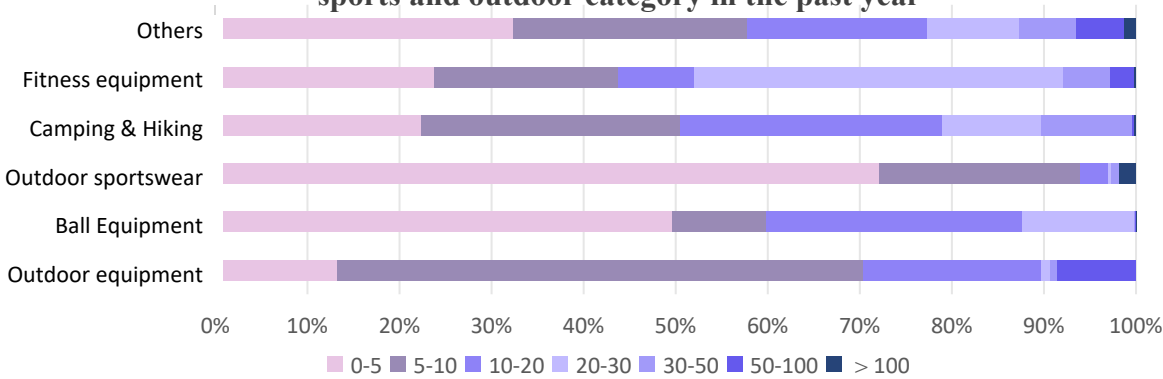
Thai market - Sports & outdoor category

The GMV prices of the secondary subcategories of sports and outdoor are concentrated at 5 - 10 US dollars.

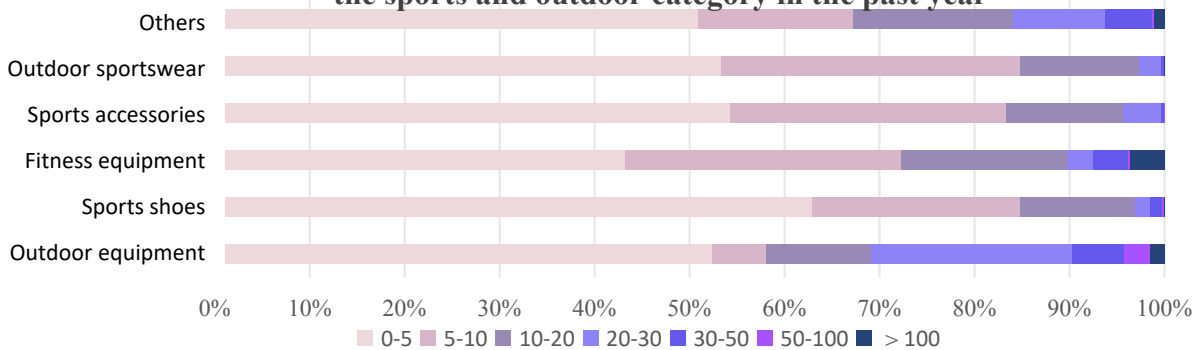
The number of transactions is mainly concentrated at 0 - 5 US dollars.

- ◆ The secondary markets of the sports and outdoor category at the Thailand market mainly consist of fitness equipment, camping & hiking, and others. The GMV of the TOP 3 categories exceeds 80 million US dollars, accounting for 83% of the overall GMV. However, in terms of the concentration of the price tiers, the secondary of sports in Thailand is still mainly low-priced, mainly concentrated at 5 - 10 US dollars, especially for outdoor equipment, where the 5 - 10 US dollars GMV accounts for approximately 63% of the entire year's GMV of outdoor equipment. But the GMV of camping and hiking, as well as fitness equipment, has a relatively high price realization, concentrated in the 10 - 30 US dollars range, reaching 40%, which can be focused on.
- ◆ In terms of the sales volume of the sports and outdoor category at the Thailand market, fitness equipment, outdoor sportswear, and other categories have the largest transaction volumes, accounting for more than 87%, and the prices are all concentrated in the 0 - 5 US dollars price tier. It can be seen that from the transaction volume, the sports and outdoor category is a low-priced category market, and the transaction volumes of products under 10 US dollars account for more than 80%.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



Thai market - Sports & outdoor category

The threshold for GMV Top 10 stores of the sports and outdoor category is only 400,000 US dollars.

Product prices are relatively concentrated at 40 - 60 US dollars.

The threshold for TOP shops is relatively low, and a leading effect has not been formed.

- The threshold for TOP shops is relatively low, and a leading effect has not been formed. The first echelon is that the sales of the shop ranked No. 1 is only within 1.5 million US dollars, the threshold for the TOP 3 is close to 1 million US dollars, and the threshold for the TOP 10 is only 400,000 US dollars.
- The sales of the shops ranked from No. 6 to No. 10 are concentrated between 400,000 and 500,000 US dollars, with little difference, and there is hope to catch up with other shops ranked higher.

The pricing strategies are relatively concentrated, but the product strategies vary greatly.

- From the perspective of product sales volume; it is basically proportional to the sales amount and is concentrated below 50,000 in sales volume;
- From the perspective of the number of products: The TOP 10 stores of the sports and outdoor category mostly have obvious product differentiations.
- From the perspective of the average price: About 60% of the TOP 10 stores have a price realization concentrated between 40 and 60 US dollars, and the price realization is moderate.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
B&G SPORT THAILAND	130-150	16.2	221	42.09
Namsap Garment	100-120	29.2	57	5.80
Nemophyu	80-100	4.0	189	16.71
NextLeap	70-80	4.0	44	56.78
Skechers Global	50-60	1.5	420	60.67
จักรยานราคาโรงงาน	40-50	1.4	61	47.05
PPshop777	40-50	4.3	20	18.39
MY-HI Office Store	40-50	1.7	37	52.09
Skechers Global Sneaker	40-50	1.0	99	52.72
เด็นท์พับโรงงาน	300-500	1.9	60	35.62

Thai Market - Hot-selling Shops

The top 1 hot-selling store in the sports and outdoor category is a store with **extensive product distribution**. It takes the top spot by driving sales with **a wide variety of products**.



TOP1: B&G SPORT THAILAND

B&G SPORT THAILAND is a store with extensive product distribution in various categories. It was included as a local brand on EchoTik in 2023 and mainly sells products such as sports and outdoor, fitness equipment, water fitness equipment, etc. The store has 221 hot products, with prices concentrated between \$0.17 - \$636.46, and the average price is \$42.04. The shop combines variety and cost performance.

Sales Condition

销售渠道

总成交额 ①

\$1.45M

=

自营账号 ②

\$269.52K

18.53%

达人带货 ③

\$32.72K

2.25%

+

其他 ④

\$1.15M

79.22%

达人	粉丝数	点赞数	带货分类	带货销额	带货GMV	带货视频	带货直播
<div>BGST</div> <div>htdshop</div>	45.6K	75.1K	运动和户外	27.1K	\$269.52K	<div>Video 236</div>	<div>Live 78</div>
<div></div> <div>cereal30_</div>	20.9K	243.9K	运动和户外	1.0K	\$6.70K	<div>Video 1</div>	<div>Live 0</div>
<div></div> <div>ohm_eiei.1</div>	3.3K	81.6K	运动和户外	761	\$6.64K	<div>Video 19</div>	<div>Live 0</div>
<div></div> <div>knpratoo</div>	2.9K	128.1K	运动和户外	512	\$3.21K	<div>Video 4</div>	<div>Live 0</div>

1. The main sales method of this shop is to divert traffic to its own store and official website through the videos shared by influencers on TK for transactions. At the same time, the second largest shipping method is to actively invest in training the brand's self-operated account for shipping. 2. According to the sales channel prediction of Echotik, 80% of the transactions of this store come from the official website and independent market, 18.5% come from self-operated accounts, and 5% come from influencers. The influencers employed are mainly new ones. However, the number of fans of the self-operated account is 45.6K, and the independent brand effect is gradually emerging. Mainly through its own product analysis videos and 78 live broadcasts, it has received 75.1K likes, and the estimated GMV is 270,000 US dollars.

Hot Products top3

Fitness pedal	Dumbbell	Push-up board fitness equipment
Price: \$28.43	Price: \$8.97	Price: \$6.05
Sales: 8.6K	Sales: 19.1K	Sales: 25.4K
Influencers: 3	Influencers: 5	

Thai Market - Hot-selling Shops

The top 5 best-selling products of the sports and outdoor category in November 2024.



Outdoor chair

Shop: Janet Melody
Price: \$6.36
Sales: 28.9K
GMV: \$181K
Number of influencers: 85
Number of videos: 298



Liberta dietary supplement

Shop: Janet Melody
Price: \$7.04
Sales: 26.3K
GMV: 179K
Number of influencers: 91
Number of videos: 401



picnic mattress

Shop: PPshop777
Price: \$10.26
Sales: 17.2K
GMV: \$175K
Number of influencers: 66
Number of videos: 148



outdoor foldable dining table and chair set

Shop: Janet Melody
Price: \$21.33
Sales: 7.5K
GMV: \$159K
Number of influencers: 56
Number of videos: 238



stepper

Shop: Rifoam Shop
Price: \$21.7
Sales: 6.3K
GMV: \$149K
Number of influencers: 97
Number of videos: 430



Vietnamese Market

Performance and Trend Analysis of the
Sports and Outdoor Category



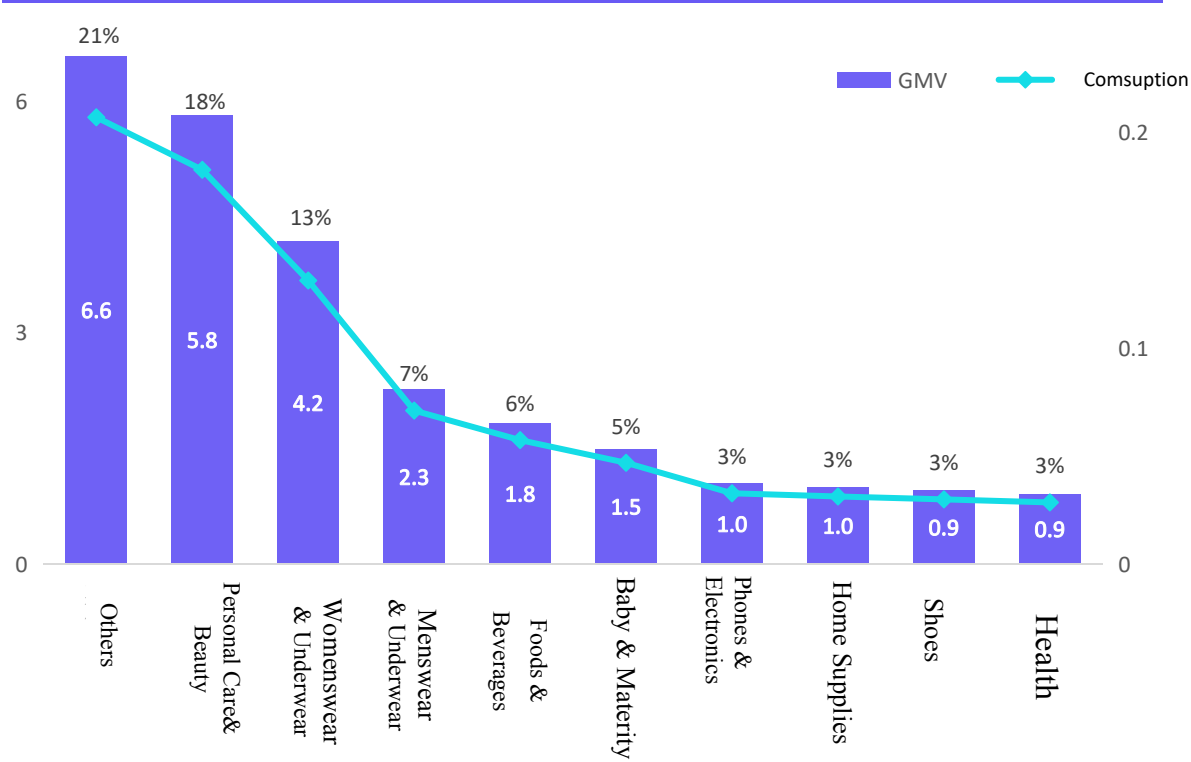
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CHAPTER SIX

Vietnamese Market - Top 10 Categories Overview

The concentration of the GMV Top 10 in the past year exceeds 80%, especially the TOP 3 is relatively stable.

The sports and outdoor category has not squeezed into the Top 10 ranks, and the growth rate is relatively slow.

GMV in the Vietnamese market in the past year (in ten million US dollars)



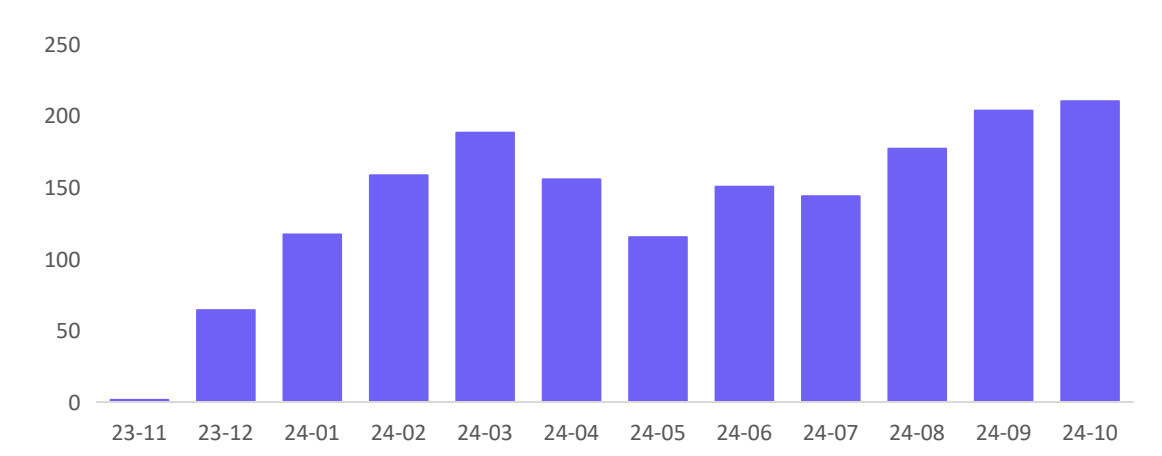
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the Vietnamese market in the past year (Data: August 2024)

	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	63.7%	22.7%	-12.8%	24.0%	0.3%	0.0%	1.2
Womenswear & Underwear	109.7%	10.1%	-39.7%	-33.6%	-13.1%	-2.5%	-0.2
Shoes	150.8%	-5.8%	-36.0%	-18.6%	18.4%	3.7%	0.5
Personal Care & Beauty	54.7%	20.0%	-12.3%	-4.0%	-0.1%	-3.2%	0.5
Phones & Electronics	84.0%	38.5%	-24.1%	-12.6%	-25.0%	-12.9%	0.1
Baby & Maternity	78.9%	-15.7%	3.3%	1.0%	-2.7%	8.4%	0.7
Sports & Outdoor	78.7%	18.4%	-12.0%	-8.4%	-4.9%	-7.6%	0.5
Foods & Beverages	47.2%	45.4%	-13.0%	29.8%	-21.7%	-7.3%	0.8
Health	44.3%	-5.8%	4.9%	-3.3%	-1.8%	-11.8%	0.2
Menswear & Underwear	144.3%	-20.4%	-26.3%	-21.6%	0.2%	6.2%	0.2

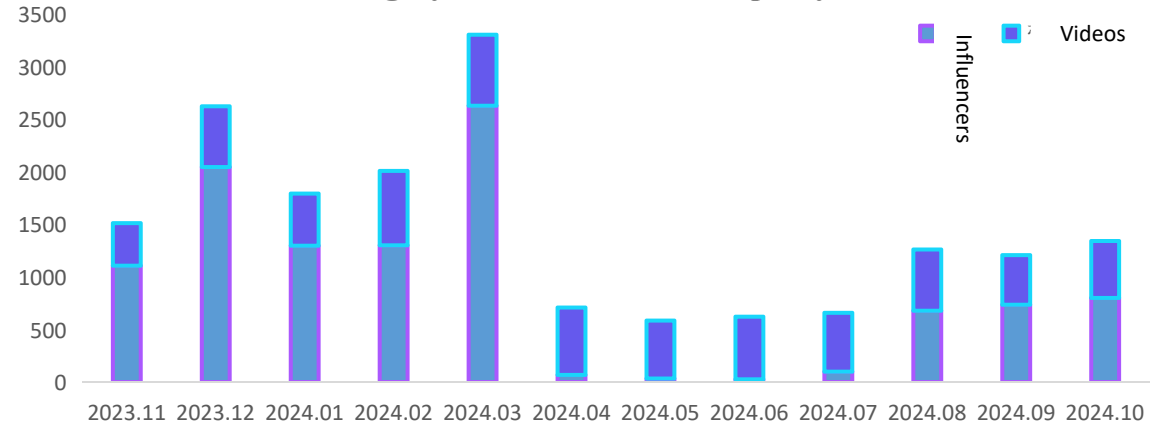
Vietnamese Market - Top 10 Categories Overview

The GMV of the sports and outdoor category in Vietnam has fluctuated and grown, with a peak of 2.1 million US dollars. The GMV relies on marketing by influencers and celebrities, and the number of shipments and videos have a slight lead.

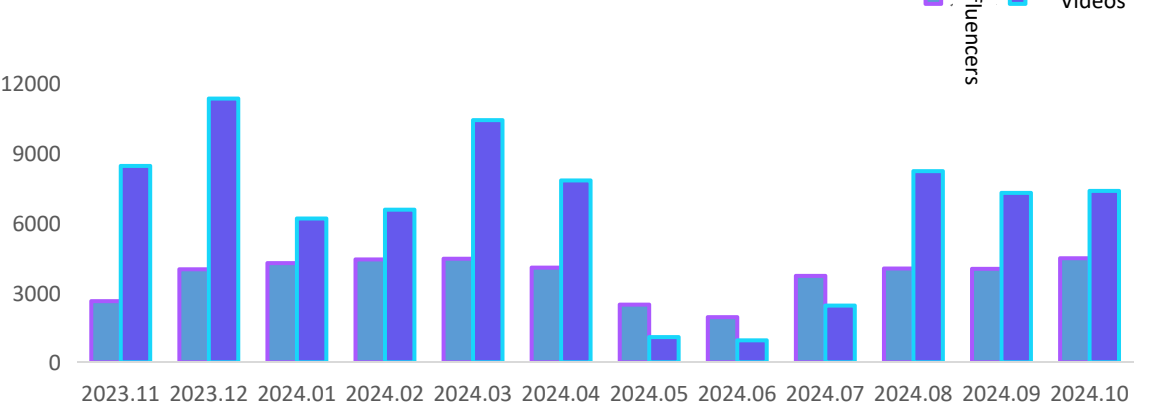
GMV of the sports and outdoor category in the Vietnamese market in the past year (in ten thousand US dollars)



The marketing growth trend of GMV in the sports and outdoor category in the Vietnam in the past year



The marketing growth trend of the quantity of the sports and outdoor category in the Vietnam in the past year



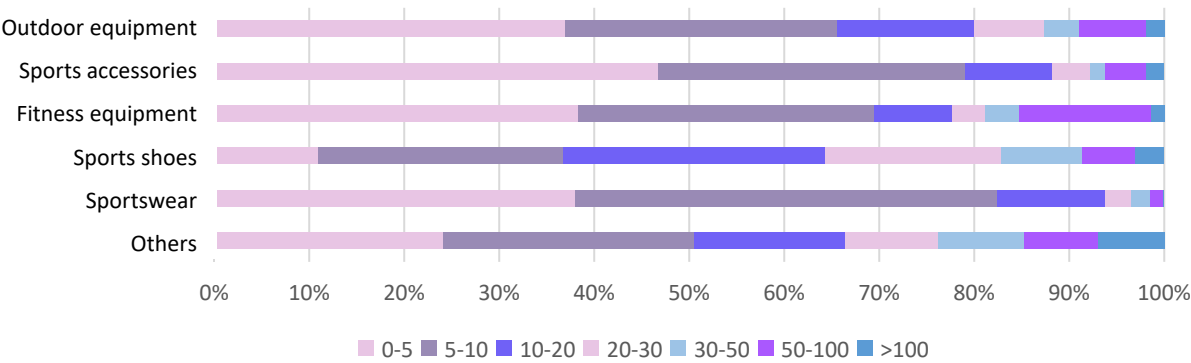
Vietnamese market - Sports & outdoor category

The prices of the secondary subcategories of sports and outdoor are concentrated below 10 US dollars.

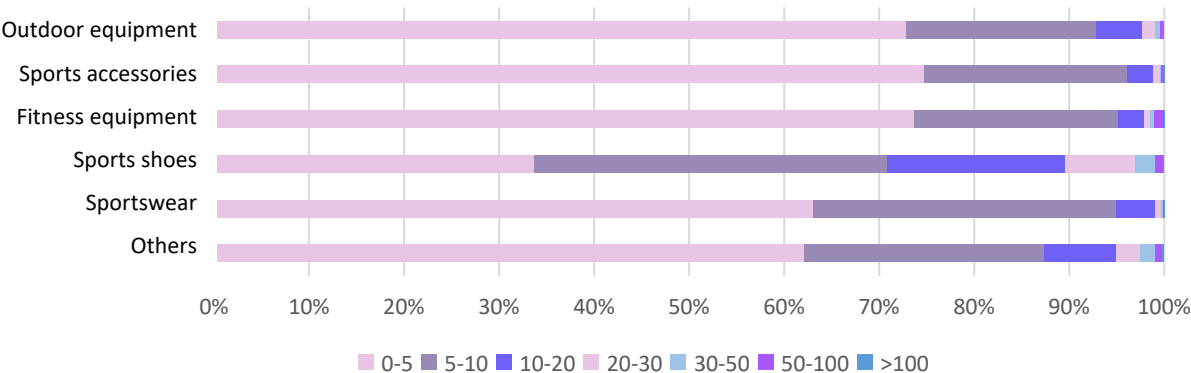
The number of transactions is mainly concentrated at 0 - 5 US dollars.

- ◆ The secondary market of the sports and outdoor category at the Vietnam site mainly consists of sports clothing, sports shoes, and others. Compared to other sites, the transactions are mainly concentrated in the low-priced outdoor clothing category. Therefore, in terms of the concentration of the price tiers, it is mainly concentrated at 10 US dollars, especially for the sports clothing category, where the GMV below 10 US dollars accounts for approximately 82% of the overall GMV. But it is worth noting that in the fitness equipment section, the quality market above 50 US dollars accounts for about 20% of the overall market, and the top market share can be considered.
- ◆ In terms of the sales volume of the sports and outdoor category at the Vietnam market, it is also sports clothing, sports shoes, and others that have the largest transaction volumes, and the volume and prices are more concentrated and low. They are all concentrated in the 0 - 5 US dollars price tier. The transaction volumes of products below 10 US dollars account for more than 90%. The portion of the transaction volume of sports shoes above 20 US dollars can account for 30%.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



Vietnamese market -Shops of the sports and outdoor category

The threshold for GMV Top 10 shops of shops in the sports and outdoor category is only 200,000 US dollars. The product price tiers vary greatly and are relatively concentrated below 10 US dollars.

The threshold for the TOP 10 shops is relatively low and has not formed a competitive moat.

- No obvious echelons have been formed, and the price differences are very small, with a high probability of reshuffling: The sales of the shops ranked in the TOP 3 are around 500,000 US dollars, with a small gap, and the transaction GMV is very concentrated. There is a high probability of reshuffling in the future.
- The sales of the shops ranked from 5th to 9th are concentrated between 300,000 and 400,000 US dollars. The overall GMV is relatively small, and the overall ranking is unstable. Subsequent stores have the opportunity to seize the ranking.

The product strategies are similar but the prices vary greatly.

- From the perspective of product sales volume; sales are basically concentrated within 100,000 pieces, and the sales volume has not formed the leading shipping scale;
- From the perspective of the number of products: The product strategy is relatively concentrated. Most stores adopt extensive product distribution, and the number of products is more than 60;
- From the perspective of the average price: The average price of the TOP 10 stores is relatively differentiated by tiers. Some are concentrated between 10, and the top 2 stores adopt a medium and high price strategy, concentrated at around 100 US dollars.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
ÁO KHOÁC TH SPORT	50-60	9.08	72	7.05
Bi Bo Billiards	50-60	0.03	12	97.40
TUCIN SPORT	50-60	15.66	71	3.44
LI-NING Distributor in Vietnam	40-50	1.44	534	39.10
PuriSylva	30-40	17.70	72	3.15
Đồ Câu Vpháp	30-40	5.29	156	7.77
BG Chuyên thiết bị Gym	30-40	1.36	116	33.10
Ly commodity	30-40	11.12	69	7.09
Dụng Cụ Sport	30-40	3.06	107	11.80
BiBi SPORT	20-30	3.27	64	9.61

Vietnamese market - Sports and outdoor category

The top 5 best-selling products of the sports and outdoor category in November 2024.



Professional fishing tackle table

Shop: Đồ Câu Duli
Price: \$23.83
Sales: 11K
GMV: \$56.16K
Number of influencers: 14
Number of videos: 47



Home fitness bicycle

Shop: BG Việt Nam MALL
Price: \$58.41
Sales: 1.0K
GMV: \$56.0K
Number of influencers: 35
Number of videos: 94



Women's sports shoes

Shop: GiàyNữ68
Price: \$5.11
Sales: 8.8K
GMV: \$45.1K
Number of influencers: 134
Number of videos: 218



Yoga clothes

Shop: Áo Khoác A&Z
Price: \$5.76
Sales: 6.7K
GMV: \$38.79K
Number of influencers: 29
Number of videos: 63



Men's yoga pants

Shop: GUZADOFASHION
Price: \$7.25
Sales: 5.0K
GMV: \$36.15K
Number of influencers: 30
Number of videos: 129



The Philippine market

Performance and Trend Analysis of the
Sports and Outdoor Category

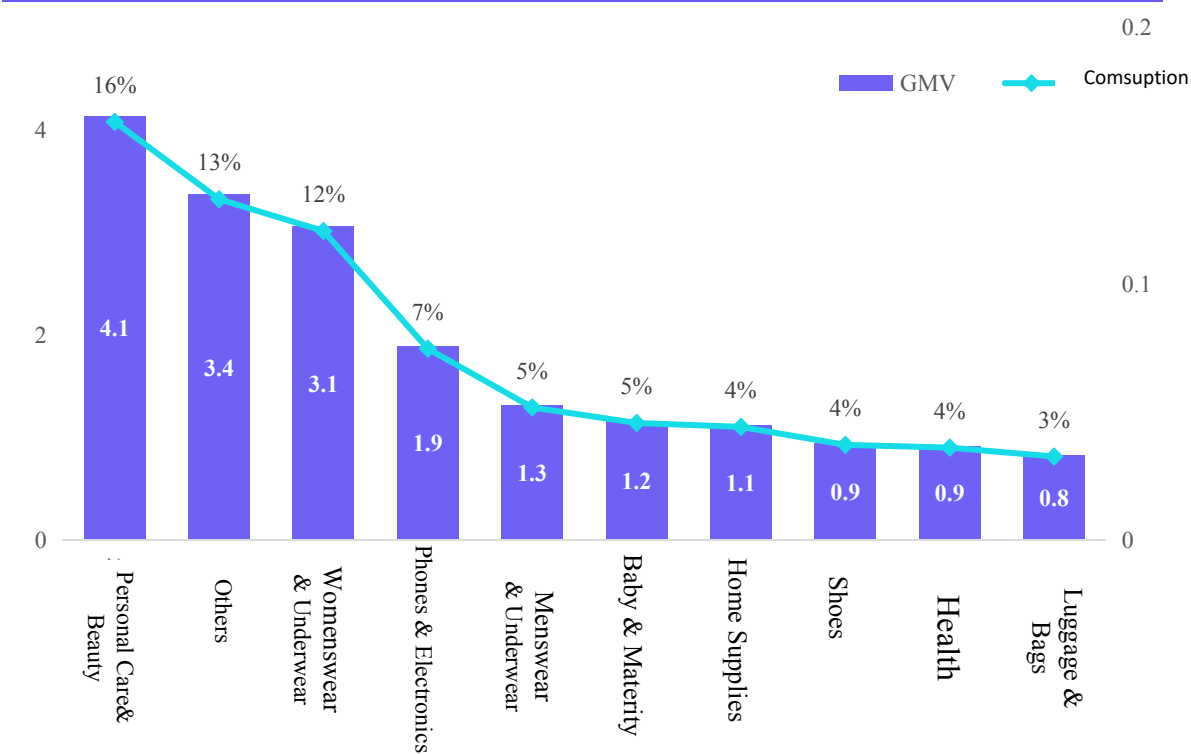


4 CHAPTER FOUR

The Philippine Market - Top 10 Categories Overview

The concentration of the top 10 categories in the Philippine market is relatively low, with beauty care accounting for only 16%. The sports and outdoor category has not entered the top 10 ranks.

GMV in the Philippine market in the past year (in ten million US dollars)



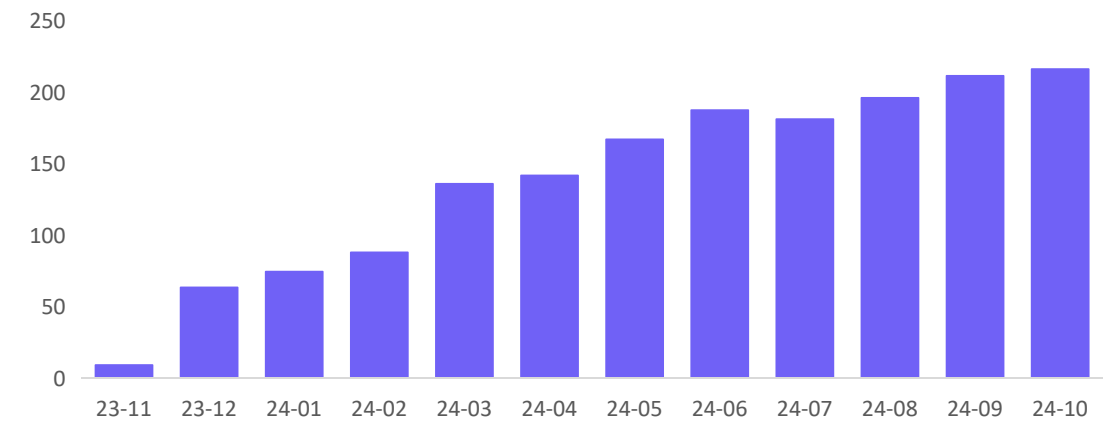
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Womenswear & Underwear	115.5%	-27.8%	2.3%	-5.5%	-4.2%	-16.3%	0.2
Shoes	102.9%	-39.5%	0.7%	-6.0%	16.0%	-21.7%	0.1
Personal Care & Beauty	65.2%	-16.1%	10.0%	-6.0%	0.3%	-10.1%	0.3
Phones & Electronics	205.1%	-37.6%	4.7%	19.0%	-20.7%	-28.1%	0.4
Baby & Maternity	64.1%	-8.9%	7.8%	9.7%	7.2%	-10.8%	0.7
Foods & Beverages	95.0%	-8.7%	5.3%	-4.3%	-2.3%	7.3%	0.9
Health	26.0%	-19.2%	-0.3%	-1.4%	-9.6%	-6.9%	-0.2
Menswear & Underwear	126.0%	-37.8%	-6.7%	1.6%	-1.4%	-18.2%	0.1
Luggage & Bags	129.2%	-29.4%	-9.9%	11.6%	4.6%	-21.0%	0.3

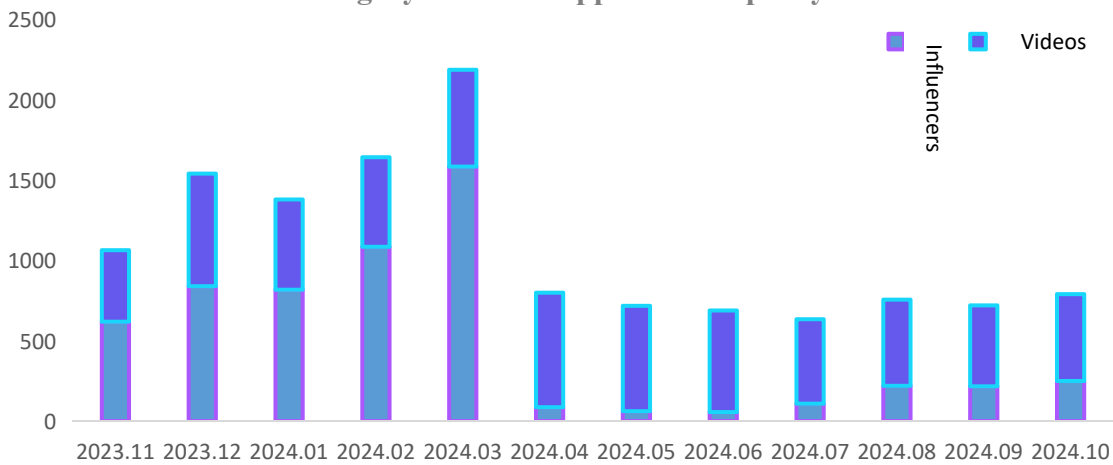
The Philippine Market - Top 10 Categories Overview

The GMV growth rate of the sports and outdoor category has slowed down recently, with a peak of approximately \$2.16 million. In the early stage, the GMV relied on the influence of celebrities and influencers. Recently, the mainstream shipment is through videos.

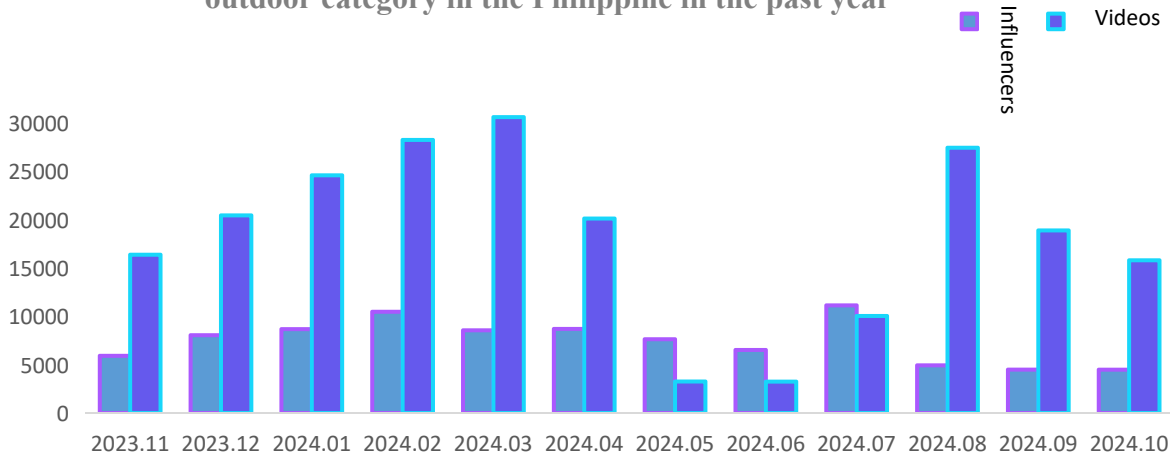
GMV of the sports and outdoor category in the Philippine market in the past year (in ten thousand US dollars)



The marketing growth trend of GMV in the sports and outdoor category in the Philippine in the past year



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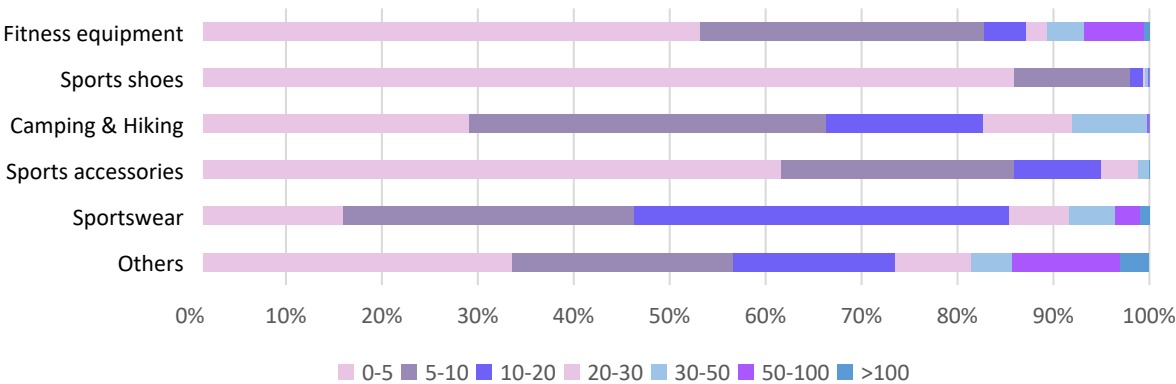
The Philippine market - Sports and outdoor category

The prices of the secondary subcategories of sports and outdoor are concentrated 5-10 US dollars.

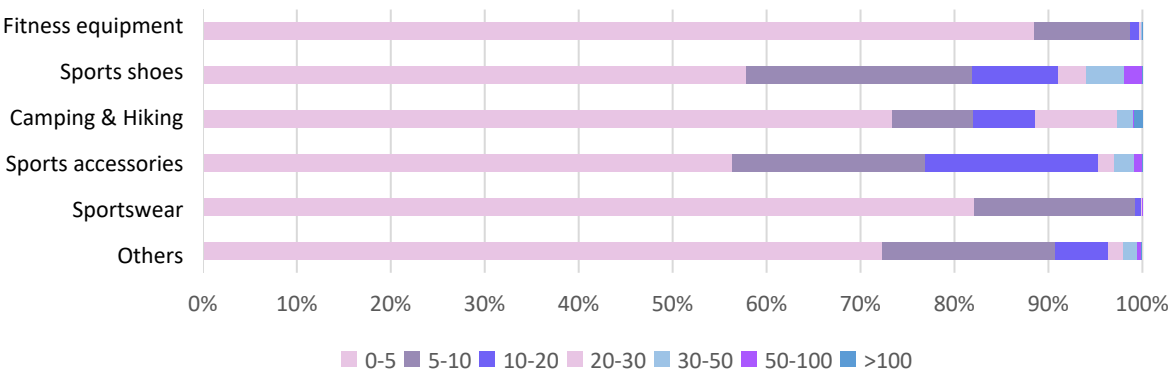
The number of transactions is mainly concentrated at 0 - 5 US dollars.

- ◆ The secondary market of the sports and outdoor category at the Philippine market mainly consists of sports clothing, sports accessories, and others. The transaction GMV of the top 3 is close to 50 million US dollars, accounting for nearly 80% of the overall transaction. Therefore, in terms of the concentration of the price tiers, the mainstream price is concentrated at 5 - 10 US dollars, but the price range of sports accessories is still concentrated at 0 - 5 US dollars, accounting for approximately 60% of the entire year's GMV. It is worth noting that in the sports clothing category, the prices are concentrated in the relatively quality market of 10 - 20 US dollars, which is worthy of attention.
- ◆ In terms of the sales volume of the sports and outdoor category at the Philippine market, it is still sports clothing, sports accessories, and others that have the largest transaction volumes, and the price range is very evenly concentrated in the 0 - 5 US dollars price tier. The trend of the low-price market is obvious, and the transaction volumes of products below 10 US dollars account for more than 90%. It is recommended that new merchants comprehensively consider the price impact when selecting products.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



The Philippine market - Shops of Sports and outdoor category

The threshold for GMV Top 10 stores in the sports and outdoor category is only **300,000 US dollars**. The average price of products is obviously polarized, with the mainstream being below **30 US dollars**.

The threshold for the TOP 10 shops is relatively low and has not formed a competitive moat.

- The echelons are relatively unclear, and the leading shops have not formed a leading position: The sales of the shops ranked in the TOP 2 are around 500,000 - 700,000 US dollars, with a gap of less than 100,000 US dollars from the subsequent stores, and the leading position is not stable;
- The sales of the shops ranked from 7th to 10th are concentrated between 300,000 and 400,000 US dollars. The overall GMV is relatively small. The subsequent positions in the TOP 10 are unstable, and the ranking is expected to be reshuffled.

The product strategies and prices are both polarized.

- From the perspective of product sales volume: The sales volume differences are obvious, and the best-selling shop is approximately 200,000 pieces;
- From the perspective of the number of products: The product strategies are relatively concentrated, and most stores adopt the extensive product distribution strategy;
- From the perspective of the average price: The average prices of the TOP 10 stores are polarized. The low prices are concentrated at around 10 US dollars, and the relatively high-priced stores are concentrated between 40 - 60 US dollars.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
361 Degrees Global	60-70	1.7	256	55.61
777 Hammock	50-60	12.4	83	7.23
Techbeast Athletics	40-50	4.5	112	10.61
HF sports	40-50	5.6	12	10.14
Lalo ph	40-50	3.9	59	12.13
GGclub	40-50	18.3	37	2.34
ANTA Philippines	40-50	0.7	265	55.42
vcshop2601	30-40	18.7	8	46.63
LIA.PH	30-40	8.4	29	11.84
Ridersstuff	30-40	3.7	202	24.10

The Philippine market - Sports and outdoor category

The top 5 best-selling products of the sports and outdoor category in November 2024.



Fitness sports T-shirt

Shop: HongXinRTW
Price: \$2.55
Sales: 32.8K
GMV: \$81.94K
Number of influencers: 155
Number of videos: 270



Beach sports vest

Shop: UNIFIT
Price: \$2.11
Sales: 32.7K
GMV: \$69.24K
Number of influencers: 173
Number of videos: 229



Outdoor camping tent

Shop: Distro Philippines
Price: \$23.59
Sales: 13.5K
GMV: \$58.2K
Number of influencers: 58
Number of videos: 77



Sports yoga underwear

Shop: Vida Swimwear Ph
Price: \$2.8
Sales: 20.7K
GMV: \$58.06K
Number of influencers: 157
Number of videos: 255



Basketball shoes

Shop: Love sports
Price: \$11.06
Sales: 4.3K
GMV: \$50.16K
Number of influencers: 100
Number of videos: 123



Malaysia Market

Performance and Trend Analysis of the
Sports and Outdoor Category

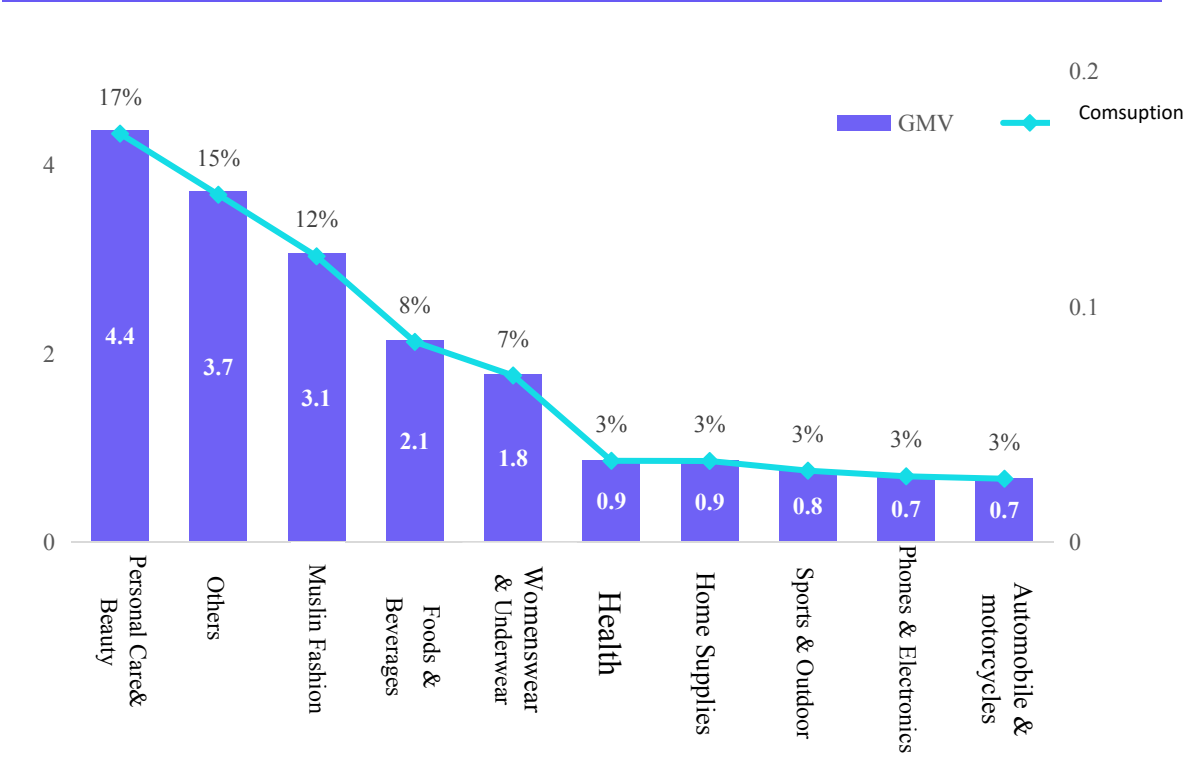


5 CHAPTER FIVE

Malaysia Market - Top 10 Categories Overview

The market concentration in Malaysia is relatively low, with care and beauty accounting for only 17% of the GMV in the past year. Although the sports and outdoor category is only ranked Top 9, the overall growth rate is relatively fast.

GMV in the Malaysia market in the past year (in ten million US dollars)



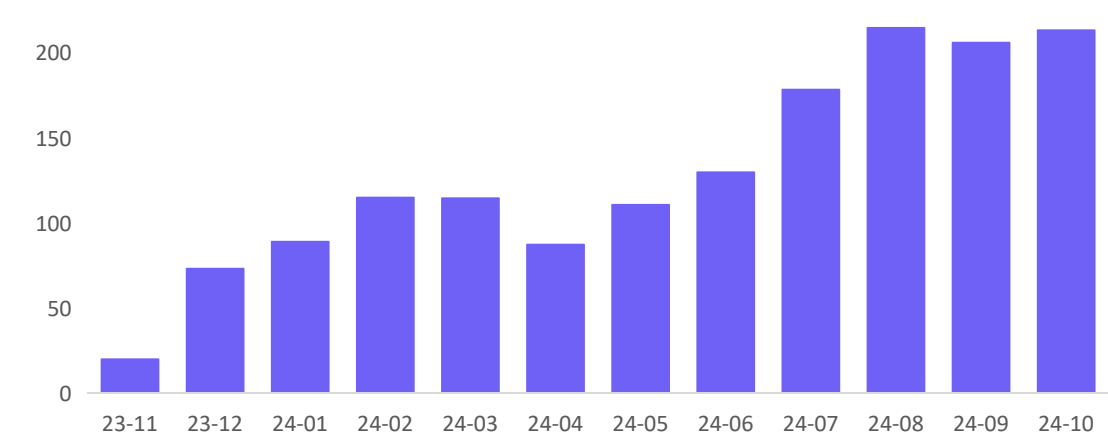
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the Malay market in the past year (Data: October 2024)

	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	51.2%	7.9%	-0.3%	221.8%	4.7%	-65.1%	0.9
Kitchen Accesories	3.4%	-44.4%	26.7%	121.3%	29.5%	-68.3%	-0.3
Womenswear & Underwear	139.5%	-47.8%	-24.1%	272.1%	-4.4%	-68.4%	0.1
Muslin Fashion	23.1%	39.9%	-16.2%	122.1%	18.0%	-80.6%	-0.3
Personal Care & Beauty	1187.3%	0.4%	-8.1%	-44.4%	11.1%	101.6%	13.8
Phones & Electronics	86.6%	-15.6%	5.8%	104.6%	18.1%	-57.6%	0.7
Sports & Outdoor	183.7%	-6.6%	-29.8%	63.2%	12.3%	-25.3%	1.5
Automobile & motorcycles	-8.8%	-9.7%	-7.6%	475.2%	11.6%	-77.5%	0.1
Foods & Beverages	507.0%	-40.2%	-15.4%	163.4%	14.9%	-52.2%	3.4
Health	129.1%	12.8%	9.7%	59.4%	6.4%	-28.2%	2.5

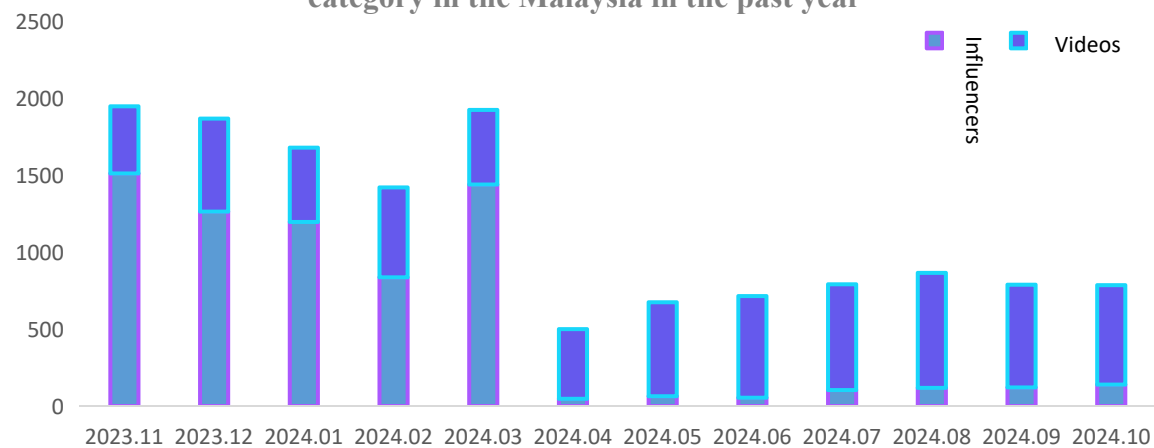
Malaysia Market - Top 10 Categories Overview

The GMV of the sports and outdoor category has **fluctuated and grown**, and has recently stabilized at around **\$2 million**. The GMV marketing has transitioned from **influencers to videos**, and the number of shipments and videos for promoting goods are dominant.

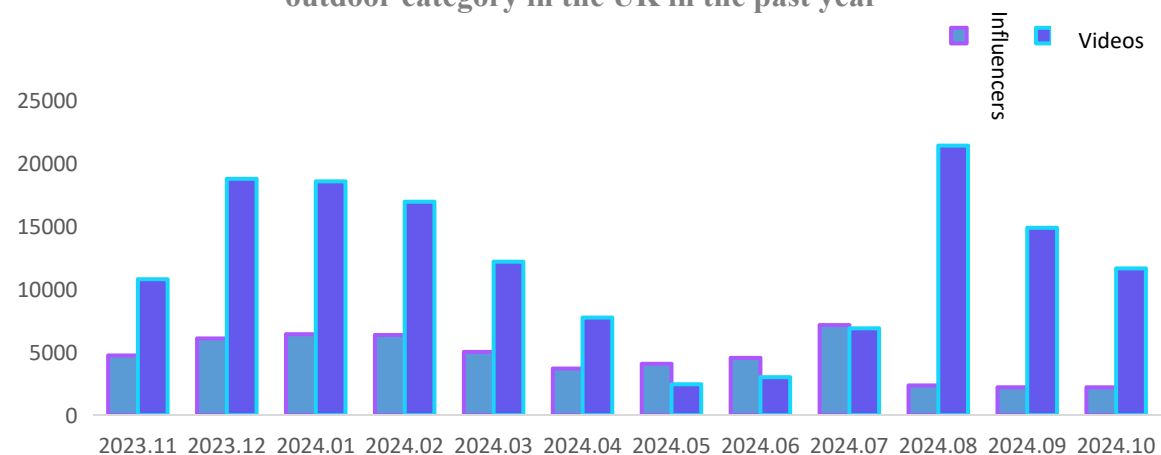
GMV of the sports and outdoor category in the Malay market in the past year (in ten thousand US dollars)



The marketing growth trend of GMV in the sports and outdoor category in the Malaysia in the past year



The marketing growth trend of the quantity of the sports and outdoor category in the UK in the past year

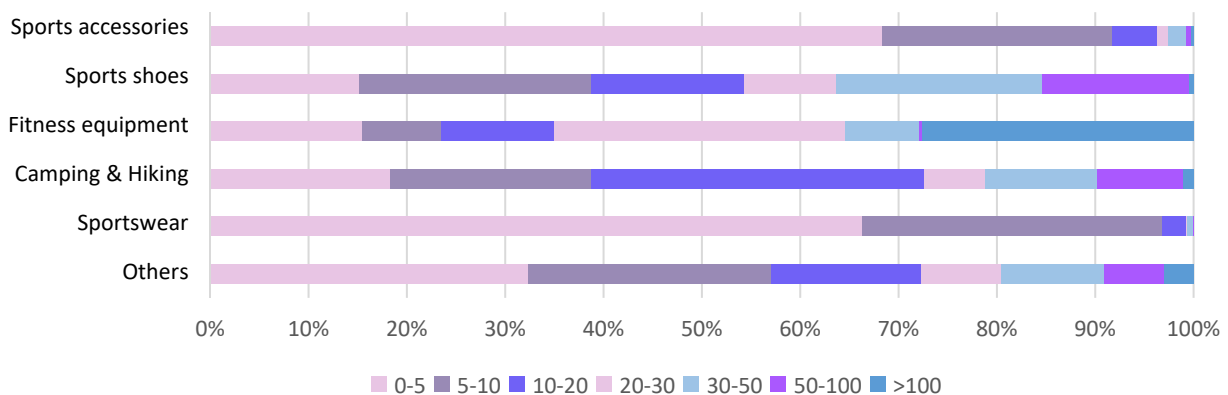


Malaysia market - Sports and outdoor category

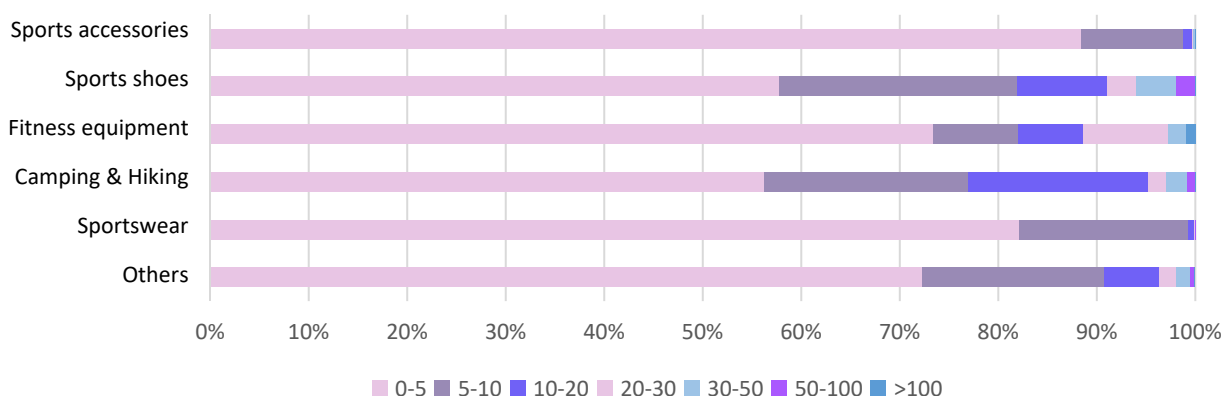
The dispersion of prices in the secondary subdivisions of the sports and outdoor category is mostly concentrated **within 10 US dollars**. The number of transactions is mainly concentrated at **0 - 5 US dollars**.

- ◆ The secondary market of the sports and outdoor category at the Malaysia market mainly consists of sports clothing, camping and mountaineering, and others. The transaction GMV of the TOP 3 exceeds 60 million US dollars, accounting for over 80% of the overall GMV. From the perspective of the concentration of the price tiers, the dispersion of the secondary prices in the Malaysian market is relatively large, and some are concentrated within 10 US dollars, especially for sports clothing, which is particularly obvious. The GMV within 10 US dollars reaches 12 million US dollars. However, the quality market of fitness equipment above 100 US dollars accounts for about 30%, and the top market share can be considered.
- ◆ In terms of the sales volume of the sports and outdoor category at the Malaysia market, it is still sports clothing, camping and mountaineering, and others that have the largest transaction volumes. The prices are concentrated in the 0 - 5 US dollars price tier. The trend of the low-price market is obvious. However, for camping and mountaineering products, the transaction volume above 10 US dollars accounts for approximately 20%. It is recommended that new merchants comprehensively consider the price impact when selecting products.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



Malaysia market -Shops of the sports and outdoor category

The threshold for GMV Top 10 stores in the sports and outdoor category is 200,000 US dollars. The concentration of product prices is high, and the mainstream is within 30 - 50 US dollars.

The leading monopoly effect of the TOP 1 shop is obvious.

- The echelon division is obvious, forming a leading monopoly: The sales of the shop ranked in the TOP 1 is about 1.8 million US dollars, and the gap with the shop ranked second is 1 million US dollars. In the short term, the TOP 1 shop leads the market;
- The sales of the shops ranked from 4th to 10th are concentrated between 200,000 and 300,000 US dollars. The gap in the relative GMV volume is small, and the overall ranking is expected to be reshuffled.

The product strategy and price strategy are relatively concentrated.


- From the perspective of product sales volume; Sales are basically concentrated within 30,000 - 50,000 pieces, and the sales quantity is relatively balanced;
- From the perspective of the number of products: The product strategies are relatively consistent, and mainstream stores adopt the vertical aggregation strategy;
- From the perspective of the average price: The average prices of the TOP 10 stores are relatively concentrated, with the unit price concentrated at 30 - 50 US dollars. The price realization is high, and a few stores focus on low prices and high volume at less than 10 US dollars.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
Corsair	170-180	10.4	93	30.62
Jomcamp	70-80	3.8	89	30.51
CAMEI MALL	60-70	3.5	94	33.91
WAHU	30-40	6.7	294	8.24
X-Spin	30-40	1.1	40	41.16
MATBULSPORT	20-30	0.5	12	62.44
MALEAD EMPIRE	20-30	1.2	31	24.59
AMIGO OFFICIAL	20-30	3.5	54	6.96
BERRIES STORE	20-30	11.3	48	2.63
Lenodi.my	20-30	0.9	114	30.62

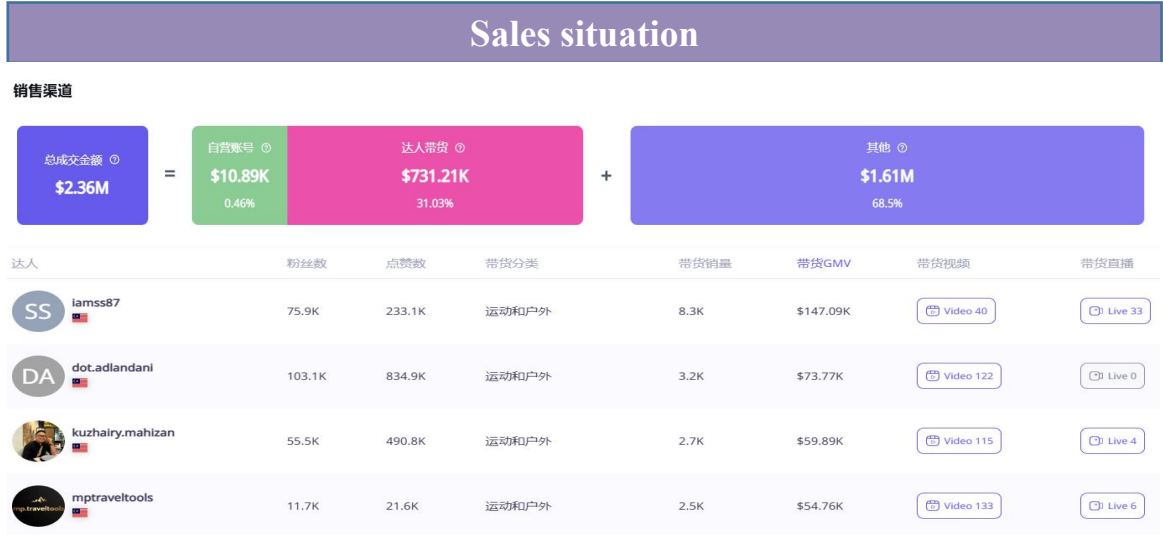
Malaysia Market - Hot-selling Shops

The top-selling TOP 1 store in the sports and outdoor category is a comprehensive shop. It mainly focuses on camping equipment to drive sales and takes the top spot. The top-selling TOP 1 store in the sports and outdoor category is a comprehensive shop. It mainly focuses on camping equipment to drive sales and takes the top spot.



TOP1: Corsair

Corsair is a comprehensive store with extensive product offerings. It provides customers with outdoor products such as main camping facilities and equipment, sports equipment, and also involves multiple product categories such as for babies and pregnant women, home decoration, care and beauty, etc. Currently, the store's main best-selling 93 products have prices concentrated in the range of \$2.88 - \$173.05, with an average price of \$30.00. The price range is relatively large.



① The main sales channels of this shop are diverse. The main transactions are made through live broadcasts by influencers and videos for promoting goods. Secondly, the videos for promoting goods divert traffic to the store's official website and independent website for transactions. At the same time, it gradually cultivates self-operated accounts for shipping. ②According to the sales channel prediction by Echotik, 68.5% of this store's transactions come from video diversion to its own independent website and official website for transactions, while 31% of the transactions come from videos and live broadcasts by influencers. The influencers are mainly mid-range influencers. Through video dissemination and live broadcasts for promoting goods, the GMV of the influencers' promotion is up to nearly \$150,000. Finally, the proportion of the constantly trying and updated self-operated accounts is approximately 0.5%.

Hot products top3



Camping foldable table
Price: \$11.88
Sales: 5.9K
Influencers: 17



Foldable camping banquet table
Price: \$28.4
Sales: 2.2K
Influencers: 25



Camping inflatable bed
Price: \$34.17
Sales: 1.6K
Influencers: 16

Malaysia market- Sports and Outdoor category

The top 5 best-selling products of the sports and outdoor category in November 2024.



Baju brand unisex jerseys for men and women

Shop: Baitoey.co2
Price: \$224.91
Sales: 567
GMV: \$681.35K
Number of influencers: 0
Number of videos: 0



Leg fitness equipment

Shop: GINTELL Malaysia
Price: \$35.7
Sales: 90K
GMV: \$438.03K
Number of influencers: 237
Number of videos: 476



Treadmill

Shop: MommyHana HQ
Price: \$45.13
Sales: 4.0K
GMV: \$231.5K
Number of influencers: 95
Number of videos: 231



Baju brand unisex autumn clothes

Shop: Baitoey.co2
Price: \$224.91
Sales: 73
GMV: \$227.11K
Number of influencers: 0
Number of videos: 0



Baju brand unisex autumn clothes

Shop: Baitoey.co2
Price: \$224.37
Sales: 144
GMV: \$224.38K
Number of influencers: 0
Number of videos: 0



Indonesia Market

**Analysis on the Performance and Trends
of Sports and Outdoor Category**

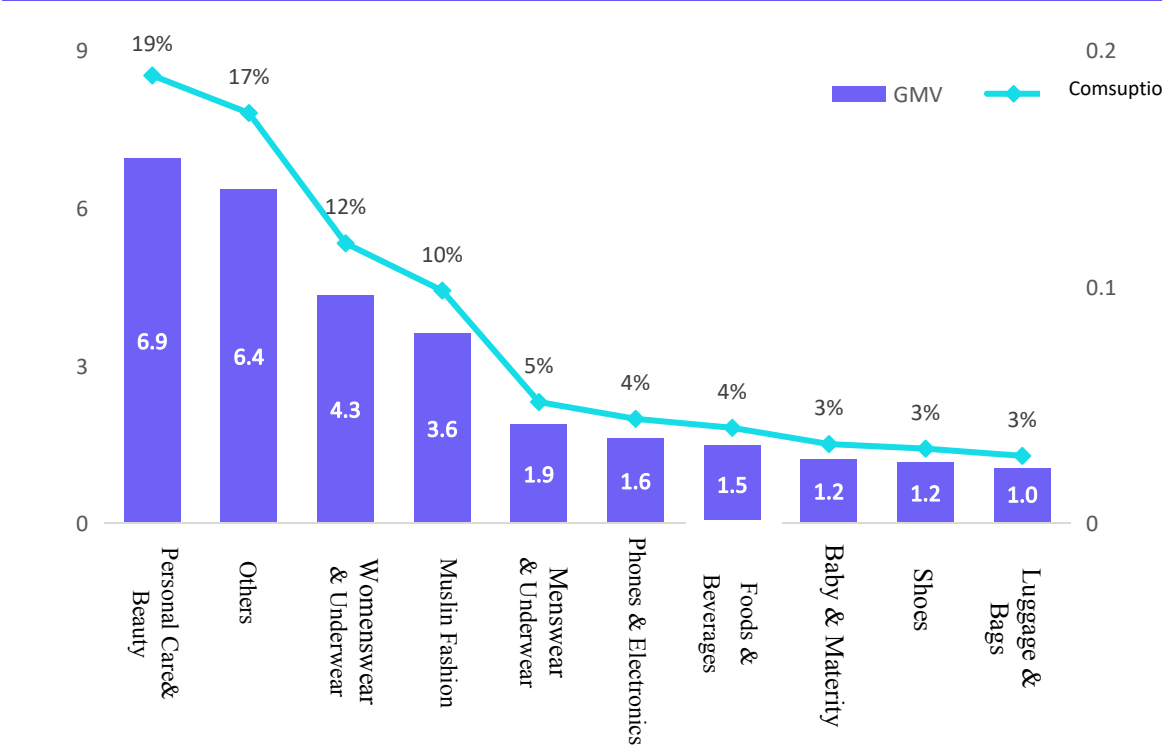


CHAPTER THREE

Indonesia Market - Top 10 Categories Overview

The total GMV of the Top 10 in the past year has continued to grow, increasing to approximately **3 billion**.
The sports and outdoor category failed to rank in **the TOP 10** and needs to **further cultivate market potential**.

GMV in the Indonesia market in the past year (in ten million US dollars)



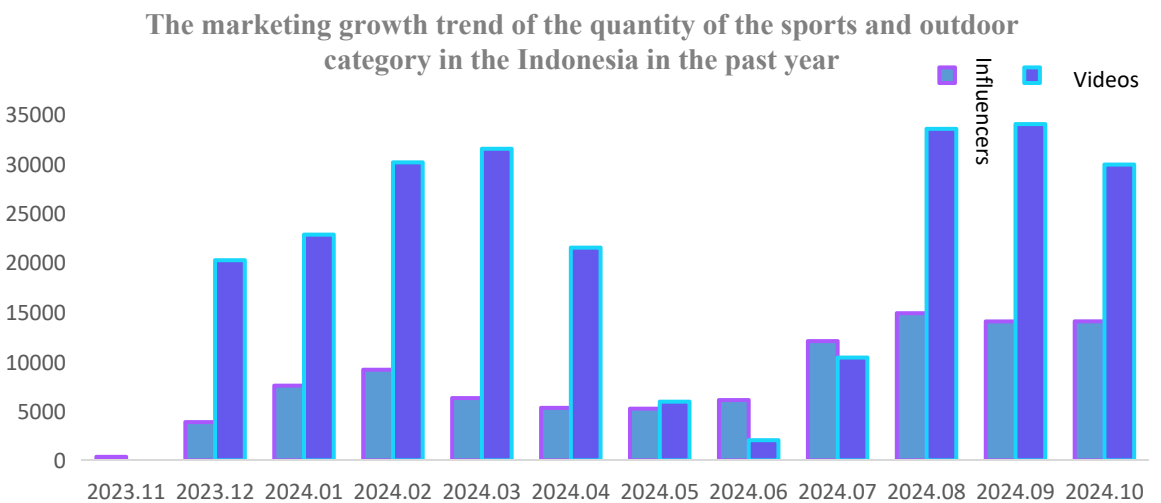
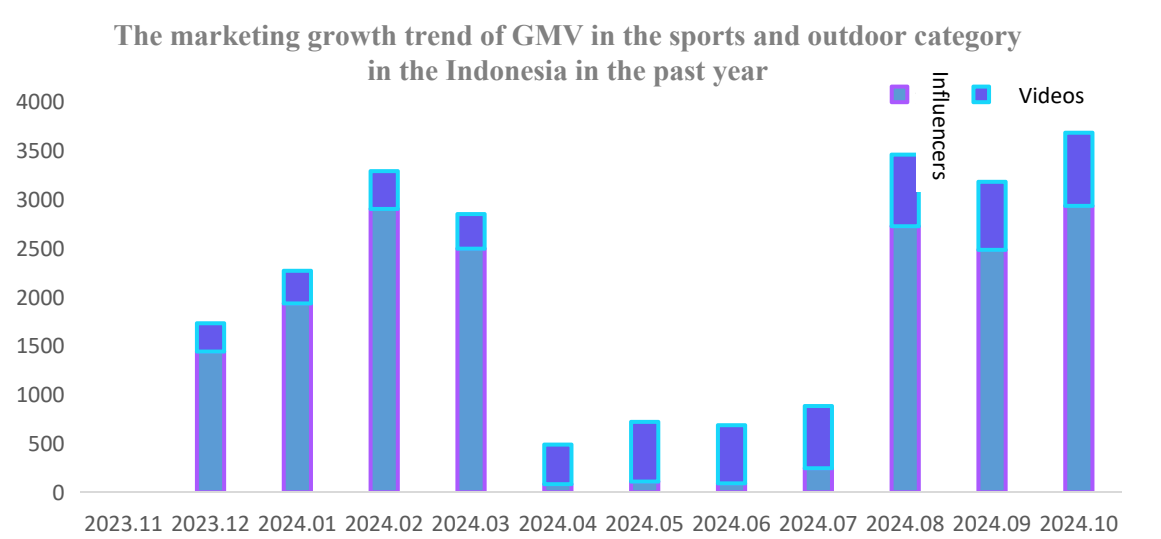
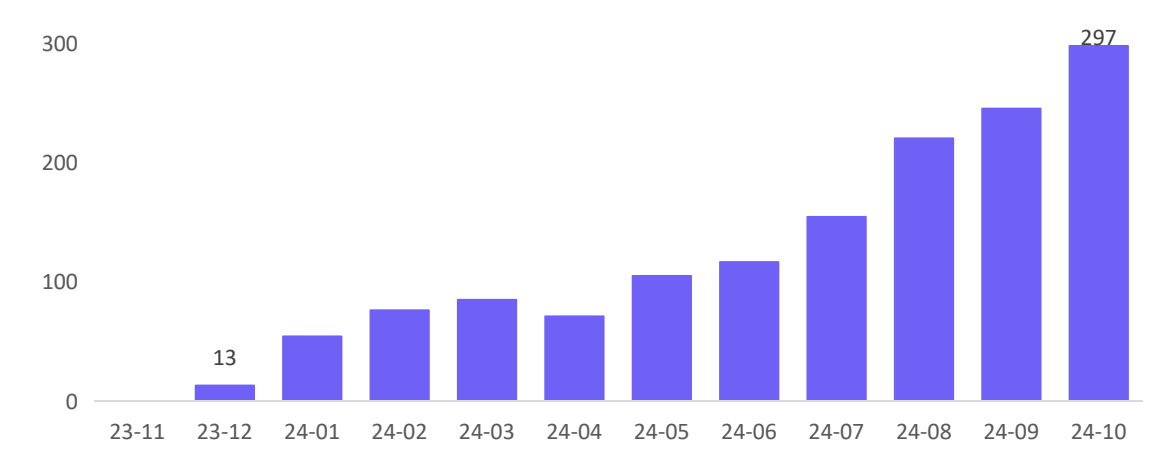
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the Indonesia market in the past year (Data: August 2024)

	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	711.5%	79.9%	-6.2%	-13.0%	8.8%	17.0%	14.2
Womenswear & Underwear	1915.7%	-5.7%	1.5%	-15.1%	-5.0%	-4.8%	13.8
Muslin Fashion	1234.3%	120.7%	12.9%	-47.8%	-15.0%	1.3%	13.9
Shoes	620.8%	56.0%	20.6%	-20.9%	22.9%	-0.1%	12.2
Personal Care & Beauty	673.9%	31.4%	9.1%	-2.5%	13.2%	-11.5%	9.8
Phones & Electronics	346.4%	39.8%	65.3%	-41.7%	-4.9%	14.8%	5.6
Baby & Materity	949.4%	30.8%	5.4%	-1.0%	19.1%	6.3%	17.1
Foods & Beverages	2593.9%	-35.2%	-1.2%	-2.5%	-5.5%	-2.6%	14.5
Menswear & Underwear	1041.4%	53.5%	18.4%	-35.7%	13.0%	-2.0%	13.8
Luggage & Bags	1072.6%	22.5%	14.8%	3.0%	-4.3%	0.0%	15.2

Indonesia Market - Top 10 Categories Overview

The GMV of the sports and outdoor category in Indonesia has grown rapidly, with the peak reaching approximately **3 million US dollars**. The mainstream marketing method relies on videos for promoting goods, accounting for **more than 80%**.

GMV of the sports and outdoor category in the Indonesia market in the past year (in ten thousand US dollars)



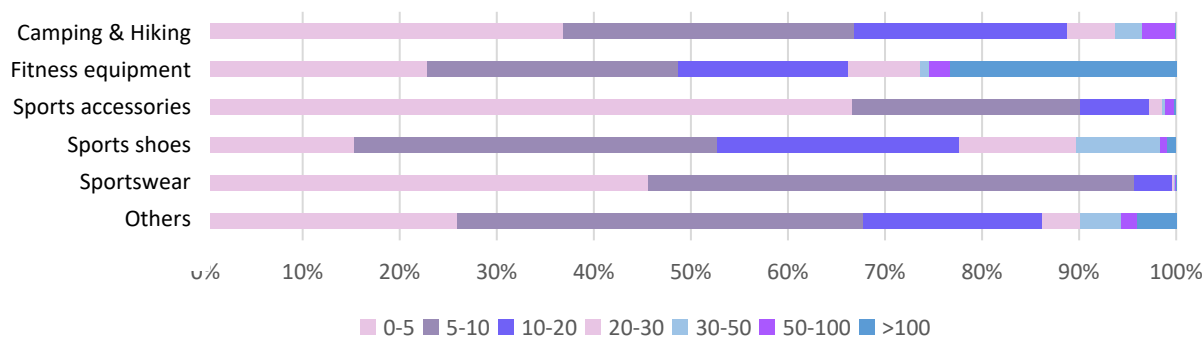
Indonesia market - Sports and outdoor category

The secondary prices of the sports and outdoor category in Indonesia are concentrated in the 5 - 10 US dollars tier.

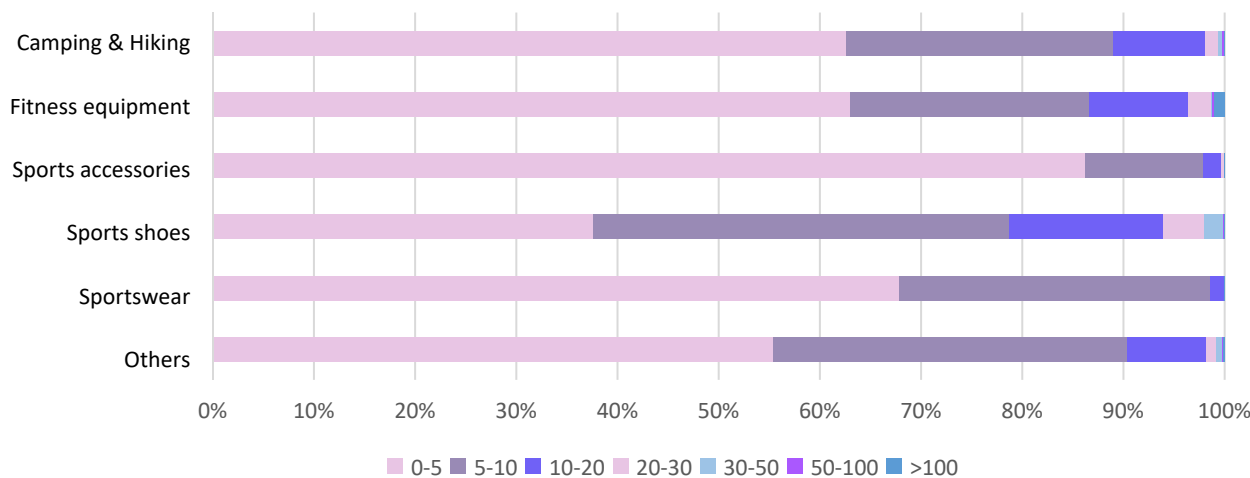
The number of transactions is mainly concentrated at 0 - 5 US dollars.

- ◆ The sports and outdoor market at the Indonesia market mainly consists of sports clothing, sports shoes and other subdivisions, with the transaction GMV exceeding 10 million US dollars. However, in terms of the concentration of the price tiers, it is mainly concentrated in the 5 - 10 US dollars range, especially for household storage, which is particularly obvious. The GMV within 5 - 10 US dollars reaches 7.98 million US dollars, accounting for approximately 78% of the entire year's GMV of household storage. It is worth noting that in the household decoration section, the quality market above 100 US dollars accounts for about 10% of the overall market, and the top market share can be considered.
- ◆ In terms of the sales volume of the sports and outdoor category at the market, the largest transaction volumes of household decoration, celebration parties and other furniture are all concentrated in the 0 - 5 US dollars price tier. The trend of the low-price market is obvious. The transaction volumes of products below 10 US dollars account for more than 90%. It is recommended that new merchants comprehensively consider the price impact when selecting products.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



Indonesia market -Shops of the sports and outdoor category

The threshold for GMV Top 10 stores in the sports and outdoor category is only 200,000 US dollars. The product prices are significantly differentiated, and the mainstream is concentrated in the 10 - 30 US dollars range.

The threshold for the TOP 10 shops is relatively low.

- The echelon division is relatively obvious: The sales threshold for the shops ranked in the TOP 3 is about 1 million US dollars, and the gap with the shop ranked fourth is within 20 US dollars. There is a high chance of reshuffling for the subsequent TOP 10 shops.
- The sales of the shops ranked from 7th to 10th are concentrated between 200,000 and 300,000 US dollars. The relative overall GMV is small, and they may be squeezed out of the TOP ranking in the future.

The product and price strategies are significantly differentiated.

- From the perspective of product sales volume: Sales are basically concentrated within 100,000 pieces, and the major shipper reaches about 250,000 pieces.
- From the perspective of the number of products: The product strategies vary greatly, and mainstream shops adopt the extensive stocking strategy.
- From the perspective of the average price: The average prices of the TOP 10 stores show significant differences. The mainstream unit price is concentrated at around 10 - 30 US dollars, and the prices of the TOP 4 stores are above 100 US dollars.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
Bakul sepatu12	120-130	6.0	139	22.73
Anmo Yoga	110-120	13.6	24	7.86
Sneakerzone ID	90-100	3.7	582	23.79
TOKINDO.ID	80-90	1.3	117	112.53
Trailtop	70-80	24.5	53	7.85
FILEMONSPORT	50-60	2.2	206	30.63
Olotrim Sport	40-50	9.4	1198	28.88
Mybig.shop	20-30	13.4	153	3.78
Slim.fit shop	20-30	2.2	6	13.04
utama pancing	20-30	1.6	431	31.68

Indonesia Market - Hot-selling Shops

The top-selling TOP 1 store in the sports and outdoor category is a **vertically aggregated shop**.

It mainly focuses on breakthroughs in best-selling men's sports shoes of different brands to drive sales.



TOP1: Bakul sepatu12

Bakul sepatu12 is a male vertical type sports shoes store, mainly providing the sales of football shoes of multiple brands, etc. It mainly sells 4 - 5 different brands and functional sports shoes, such as original football shoes. The store's main best-selling 139 products have prices concentrated in the range of \$2.16 - \$94.56, with an average price of \$21.86.

Sales Situation

销售渠道

达人	粉丝数	点赞数	带货分类	带货销量	带货GMV	带货视频	带货直播
specsortus_	156.2K	1.8M	运动和户外	119.4K	\$2.40M	Video 346	Live 106
tilasreborn.id	6.9K	274.1K	运动和户外	1.8K	\$32.95K	Video 165	Live 0
shalz_lover	3.3K	13.4K	鞋子	1.4K	\$24.19K	Video 0	Live 7
sbl_sport	16.3K	28.1K	运动和户外	414	\$9.30K	Video 20	Live 0

① The main sales method of this shop is to sell and ship goods through a large number of videos and live broadcasts for promoting goods released by its own official account. The transaction amount of the store exceeds 1 million. Among them, 346 videos were released and 106 live broadcasts for promoting goods were conducted.② According to the sales channel prediction by Echotik, 100% of the sales of this store come from its own account. Among them, the number of fans of the self-operated account is 150,000, and the number of likes exceeds 1.8 million. While other influencers are mainly new influencers, mainly providing the dissemination of some videos to attract customers. The official website videos attract more male customers to purchase through product unboxing displays and displays and introductions of product details of various brands, and attract customers to purchase through the advantage of relatively cost performance.

Hot Products top3



Football shoes
Price: \$22.82
Sales: 3.6K
Influencers: 1



Sports shoes
Price: \$21.6
Sales: 2.7K
Influencers: 1



Sports shoes
Price: \$17.59
Sales: 3.0K
Influencers: 5

Indonesia market - Sports and outdoor category

The top 5 best-selling products of the sports and outdoor category in November 2024.



Camping lamp

Shop: H 2 S
Price: \$4.81
Sales: 29.8K
GMV: \$144.27K
Number of influencers: 264
Number of videos: 845



Electric treadmill

Shop: TOKINDO.ID
Price: \$131.63
Sales: 685
GMV: \$88.9K
Number of influencers: 13
Number of videos: 41



Baby play foldable blanket

Shop: SpeedsShop
Price: \$5.17
Sales: 13.2K
GMV: \$77.67K
Number of influencers: 101
Number of videos: 250



Men's running pants

Shop: Raja obral sport
Price: \$7.0
Sales: 10.2K
GMV: \$72.28K
Number of influencers: 69
Number of videos: 219



Leggings

Shop: joybasic.id
Price: \$4.6
Sales: 12.9K
GMV: \$61.21K
Number of influencers: 164
Number of videos: 305



Singapore Market

**Analysis on the Performance and Trends
of Sports and Outdoor Category**

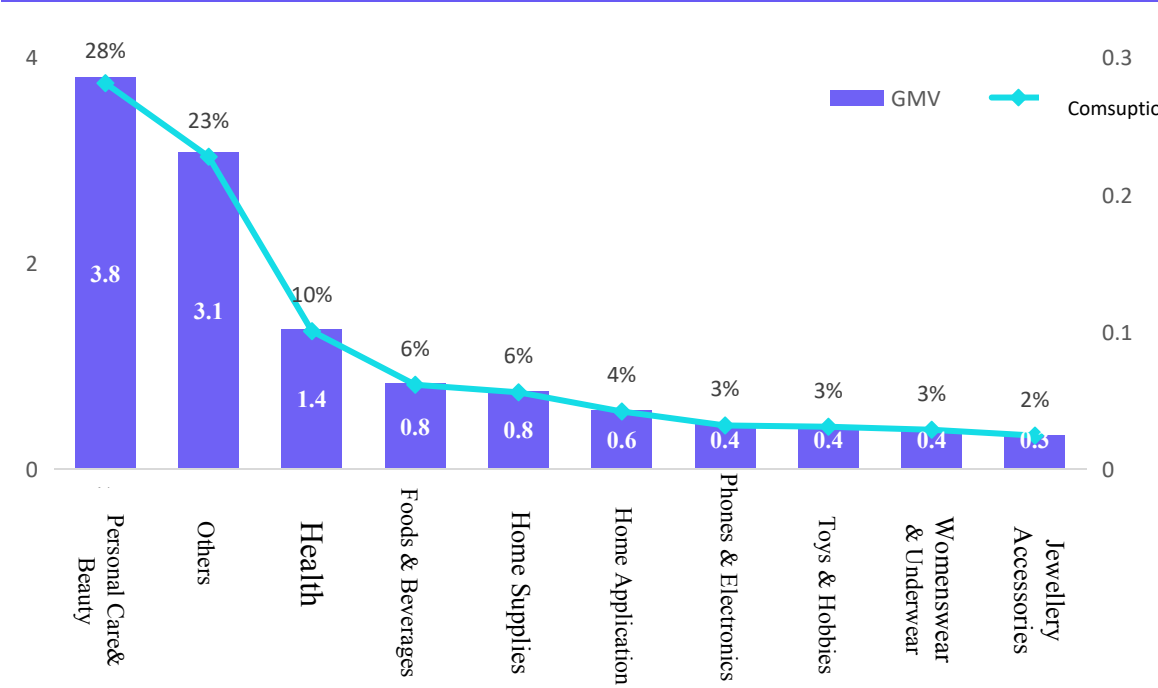


7
CHAPTER SEVEN

Singapore Market - Top 10 Categories Overview

The concentration of the top 10 categories in Singapore is high, with care and beauty accounting for approximately 30%. The sports and outdoor category is in its infancy and is not on the TOP 10 list.

GMV (in tens of millions of US dollars) in the Singapore market in the past year



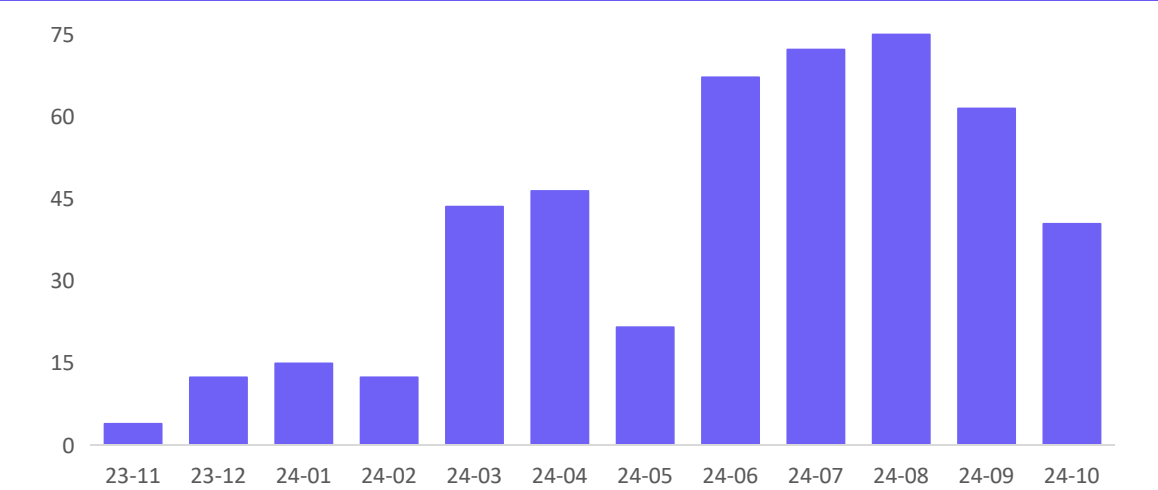
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the UK market in the past year (Data: August 2024)

	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	76.2%	45.6%	-29.1%	4.8%	7.5%	-19.8%	0.6
Home Application	90.7%	-47.8%	159.0%	42.1%	-25.8%	-39.6%	0.6
Womenswear & Underwear	123.1%	59.6%	-25.2%	24.7%	4.1%	-22.1%	1.7
Personal Care & Beauty	61.0%	-29.2%	-13.4%	6.7%	5.7%	-25.7%	-0.2
Phones & Electronics	148.7%	32.0%	-39.3%	4.9%	26.1%	-7.5%	1.4
Toys & Hobbies	189.1%	23.3%	12.3%	-11.7%	-39.4%	-62.7%	-0.2
Foods & Beverages	76.4%	253.3%	-51.8%	26.2%	34.4%	-58.7%	1.1
Health	19.7%	53.8%	-7.9%	-3.9%	-10.6%	0.4%	0.5
Luggage & Bags	97.3%	-15.9%	-24.0%	33.0%	13.1%	-21.7%	0.5
Jewellery Accessories	73.9%	46.8%	-64.7%	50.4%	-21.5%	-13.8%	-0.1

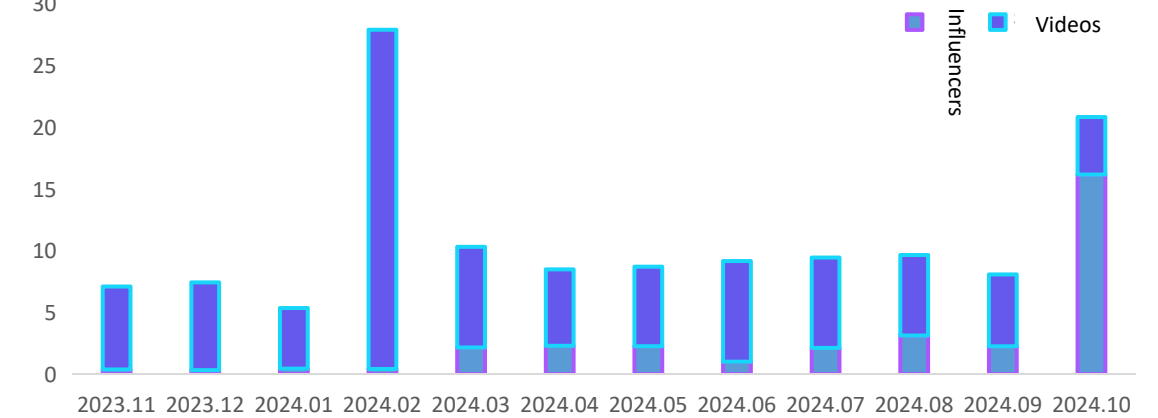
Singapore Market - Top 10 Categories Overview

The sports and outdoor category in Singapore has grown with fluctuations, with the peak value being only 75,000 US dollars. The marketing method is in a fluctuating period, with videos for promoting goods and influencers cross-supporting the shipments.

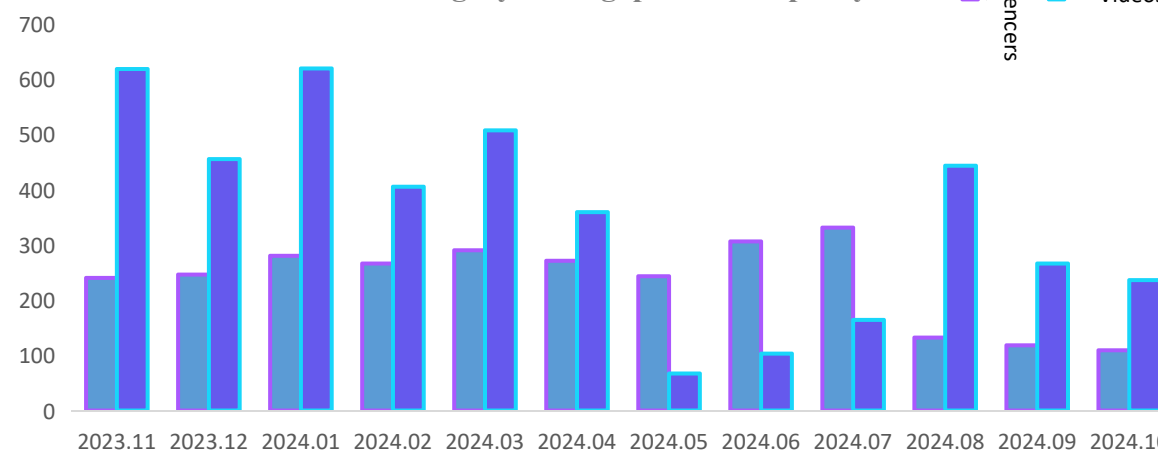
GMV of the sports and outdoor category in the Singapore market in the past year (in ten thousand US dollars)



The marketing growth trend of GMV in the sports and outdoor category in Singapore in the past year



The marketing growth trend of the quantity of the sports and outdoor category in Singapore in the past year



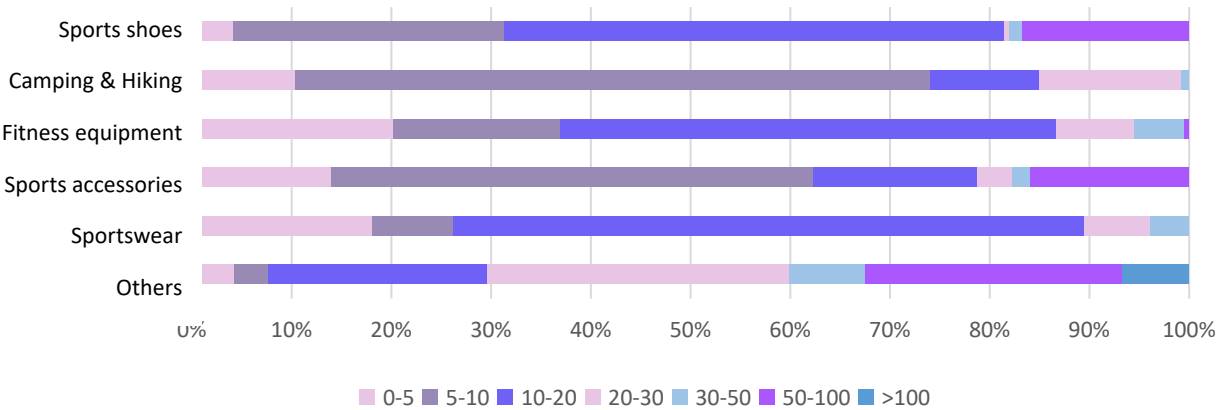
Singapore market - Sports and outdoor category

The secondary subdivision prices of the sports and outdoor category are concentrated in the 10 - 20 US dollars tier.

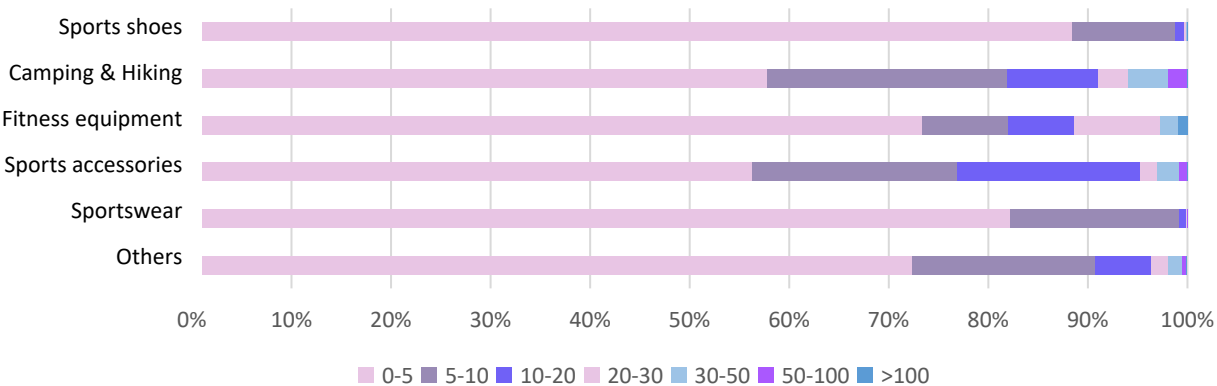
The number of transactions is mainly concentrated at 0 - 5 US dollars.

- ◆ The total capacity of the market of the sports and outdoor category at the Singapore market is relatively small compared to other markets, and the market size needs to be further cultivated. Currently, the top 3 of the main GMV transactions are sports clothing, sports accessories and others. However, in terms of the concentration of the price tiers, the dispersion of GMV prices is relatively high, but it is mainly concentrated in the 10 - 20 US dollars range. Especially for sports accessories, the higher price market with a transaction GMV > 20 US dollars accounts for approximately 20% of the overall market, and the capacity is considerable. Consider fully seizing the top market share.
- ◆ In terms of the sales volume of the sports and outdoor category at the Singapore market, the transaction volumes of sports clothing, sports accessories and others are the largest, and the prices are concentrated in the 0 - 5 US dollars price tier. The trend of the low-price market is obvious. However, for fitness equipment, the proportion of the shipment volume > 20 US dollars exceeds 15%. It is recommended that new merchants comprehensively consider the price impact when selecting products.

The proportion of GMV in the price tiers of each market of the sports and outdoor category in the past year



The proportion of sales volume in the price tiers of each market of the sports and outdoor category in the past year



Singapore market - Shops of Sports and outdoor category

The sports and outdoor category has not formed a capacity advantage. The threshold for the Top 10 stores is only 10,000 US dollars. The dispersion of the average product price is large, and the mainstream is concentrated below 10 US dollars.

The threshold for the TOP 10 shops is extremely low and the capacity has not formed an advantage.

- The echelon division is obvious, but the transaction capacity has not formed an advantage: The sales of the shops ranked in the TOP 3 are only about 100,000 US dollars, with a gap of more than twice that of the shop ranked fourth, but the capacity is small and has not formed an advantage.
- The sales of the shops ranked from 5th to 10th are concentrated between 10,000 and 50,000 US dollars. The overall GMV is extremely small, and the overall ranking is expected to be reshuffled.

The product strategy focuses on a high degree of price realization.

- From the perspective of product sales volume; Sales are basically concentrated within 0.5 - 0.9 thousand pieces, and the sales volume is relatively small.
- From the perspective of the number of products: The product strategy focuses and mainstream stores adopt the in-depth cultivation strategy.
- From the perspective of the average price: The average prices of the TOP 10 stores have a very large dispersion. Some mainstream unit prices are concentrated above 100 US dollars, and the prices of some stores are below 10 US dollars.

The sales amount and unit price of the TOP 10 stores in the sports and outdoor category in the past year

Name	Sales amount (in ten thousand US dollars)	Sales volume (in ten thousand)	Number of products	Average Price (\$)
SMOOKYSports	15-20	0.91	7	17.49
Fred Young Sport&Outdoor	15-20	0.32	32	56.83
NOBLE DESK	10-15	0.04	3	341.45
Beachme	5-10	0.11	119	43.48
The Bike Atrium	4-5	0.02	10	230.55
Moonbaybay	4-5	0.53	3	7.73
happysshopping888	2-3	0.20	10	10.81
Qiaojiasister	2-3	0.76	32	4.58
outdoor-goods	1-2	0.13	42	20.20
Funny Outdoor Life	1-2	0.38	30	4.21

Singapore market - Sports and outdoor category

The top 5 best-selling products of the sports and outdoor category in November 2024.



Portable camping telescopic stool

Shop: Ezacaray.GOGO

Price: \$5.61

Sales: 390

GMV: \$2.2K

Number of influencers: 6

Number of videos: 7



High-waisted yoga pants

Shop: METABEST SG

Price: \$12.59

Sales: 146

GMV: \$1.85K

Number of influencers: 1

Number of videos: 1



Outdoor deodorant insoles

Shop: outdoor-goods

Price: \$10.17

Sales: 163

GMV: \$1.66K

Number of influencers: 9

Number of videos: 128



Jogger pants

Shop: ESSE ACTIVE

Singapore

Price: \$22.27

Sales: 73

GMV: \$1.65K

Number of influencers: 4

Number of videos: 4



Camping inflatable bed

Shop: DADA.SG

Price: \$63.83

Sales: 17

GMV: \$1.13K

Number of influencers: 1

Number of videos: 12

Why choose EchoTik?

As a professional TikTok e-commerce data SaaS service provider, EchoTik adheres to the core concepts of professionalism, focus, and innovation. The team has in-depth research on the TikTok e-commerce ecosystem and has created a one-stop data analysis solution. With profound professional qualities and keen market insight, it provides enterprises with accurate and real-time TikTok e-commerce data support. It highly focuses on the TikTok e-commerce track, continuously innovates and optimizes product functions, helps merchants seize the short-video marketing opportunity, improves the operational efficiency of live-streaming rooms, gains an advantage in the fierce market competition, and achieves performance growth.

Four core capabilities of EchoTik



The most professional and comprehensive data and indicators

- 13 popular rankings and 2 panoramic views help you fully understand the TikTok market;
- 14 dimensions and more than 60 indicators to help you select products;
- 17 dimensions and more than 100 indicators to help you filter and analyze influencers.



Exclusive browser plugin

- With just one click on the TikTok official website, analyze influencers, select products, discover live commerce videos and sort and collect them;
- Industry's first AI toolbox, based on ChatGPT, uses the most advanced artificial intelligence technology to help you improve the efficiency of TikTok business.



Real-time live-streaming room traffic monitoring

- Real-time live-streaming room traffic monitoring;
- Obtain minute-level traffic, interaction, and sales data, learn from excellent live-streaming rooms, and optimize live-streaming strategies.



Average 5-minute response to inquiries

- The core team communicates directly with you;
- Responds quickly to your needs, upgrading on average every two weeks;
- Simple and affordable pricing, unlimited use of data analysis functions.

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TikTok analysis tool

Help Sellers Set Sail Overseas

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Customized reports, please inquire in detail through the QR code below.



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