




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

www.echotik.ai

 Product Selection  Influencer Discovery  Find TikTok Shop  View The Data

Statistical period: November 2023- November 2024



EchoTik's
official
website



EchoTik's
official
account



US Market

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

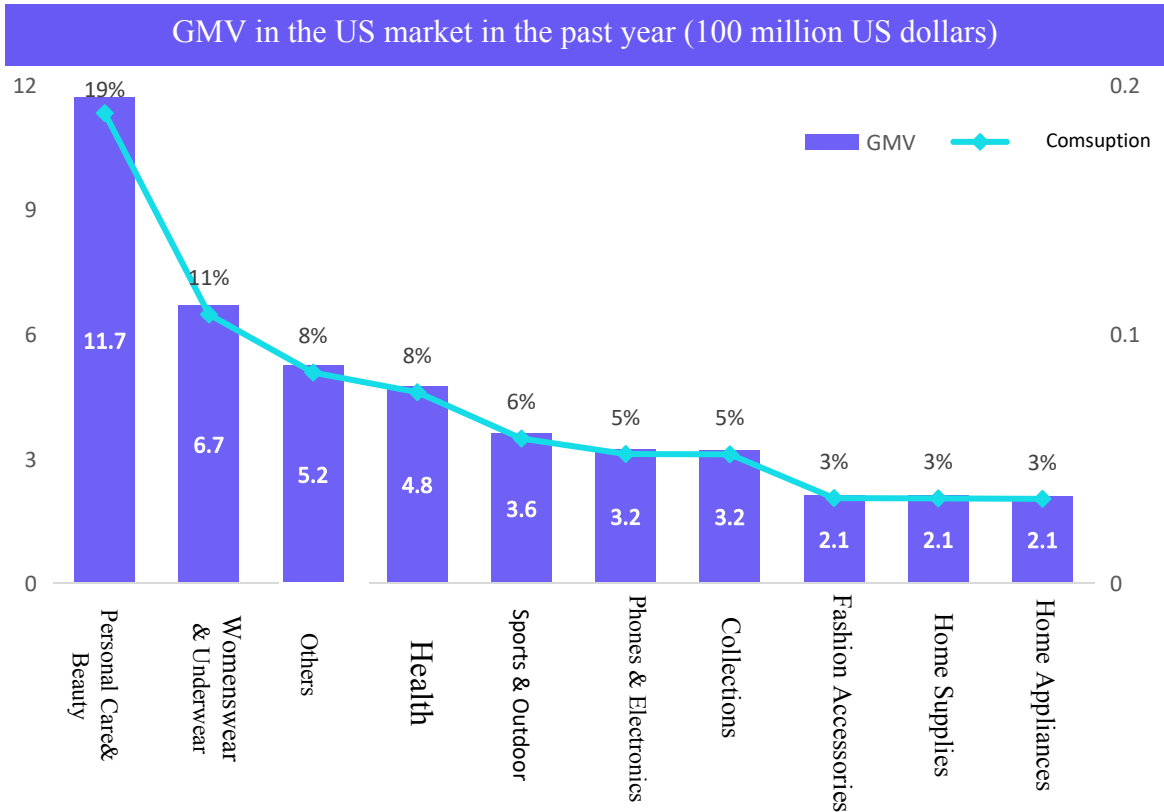


1

CHAPTER ONE

US Market - Top 10 Categories Overview

Although the sports and outdoor category only accounts for **6%** of the top 10 share, its growth rate in the past six months is about **30%**. With the deep customer base of the US sports category, the market is expected to further expand in the future.



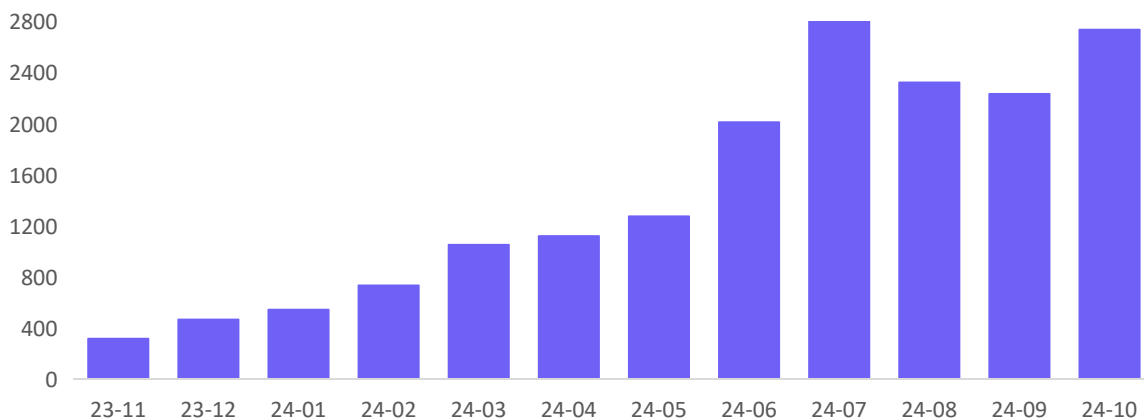
The two-month-on-two-month sequential growth rate and year-on-year growth rate of the Top 10 categories in the US market in the past year (Data: October 2024)

	2023.12	2024.02	2024.04	2024.06	2024.08	2024.10	Year-on-year comparison in October
Personal Care & Beauty	143.7%	-6.7%	-7.7%	-9.0%	59.9%	55.0%	3.7
Womenswear & Underwear	321.4%	20.0%	21.0%	55.3%	-33.6%	76.4%	10.1
Phones & Electronics	59.7%	0.8%	-10.5%	25.3%	60.4%	51.0%	3.4
Sports & Outdoor	81.1%	17.2%	2.6%	4.6%	25.1%	60.4%	3.6
Health	93.1%	3.3%	-9.9%	-6.0%	40.8%	65.5%	2.9
Collections	250.0%	-7.8%	-3.6%	26.2%	13.4%	32.1%	4.9
Home Supplies	107.0%	14.8%	10.9%	-13.9%	53.3%	25.4%	3.4
Fashion Accessories	41.7%	44.9%	-7.6%	0.6%	19.1%	42.5%	2.2
Home Appliances	161.8%	33.7%	91.4%	-14.2%	-1.2%	83.5%	9.4
Foods & Beverages	208.9%	66.2%	-47.1%	-2.8%	-0.2%	30.8%	2.4

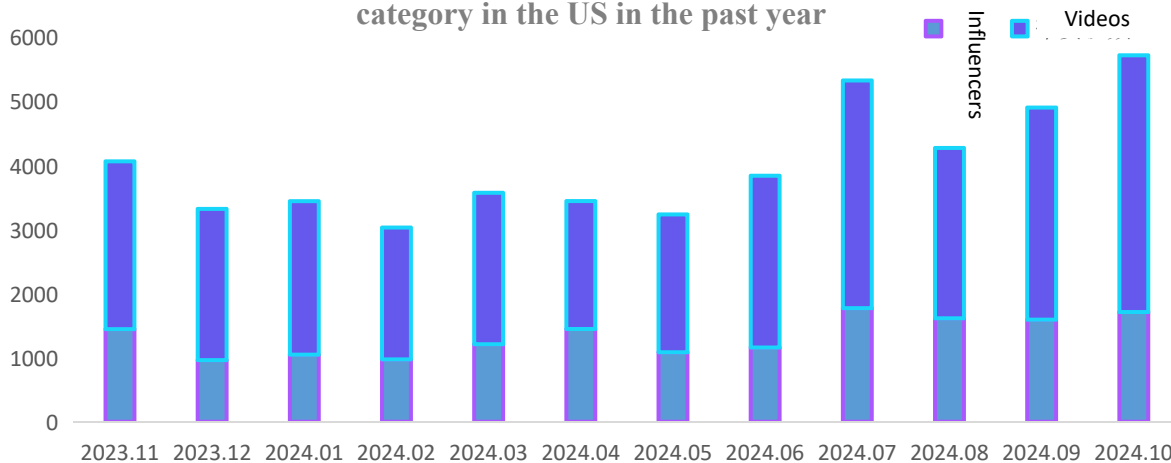
US market -Marketing methods of the sports and outdoor category

The GMV of the sports and outdoor category has grown steadily, with the monthly GMV peak reaching nearly 30 million. The mainstream marketing for GMV and sales volume is product promotion videos, accounting for approximately 70% of the total.

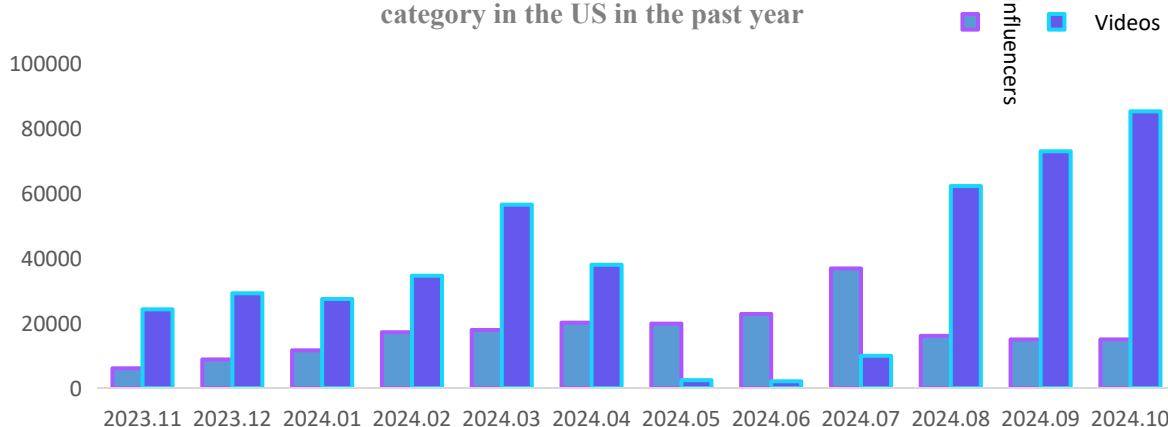
GMV (in ten thousand US dollars) of the sports and outdoor category in the US market in the past year



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



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



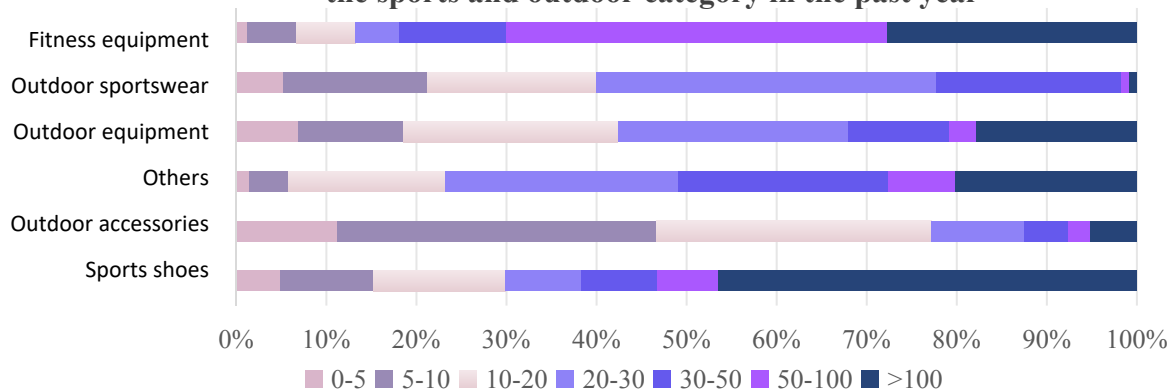
US market- Sports & Outdoor category

The prices of the secondary sub-categories of sports and outdoor are concentrated in the \$30 - \$50 tier.

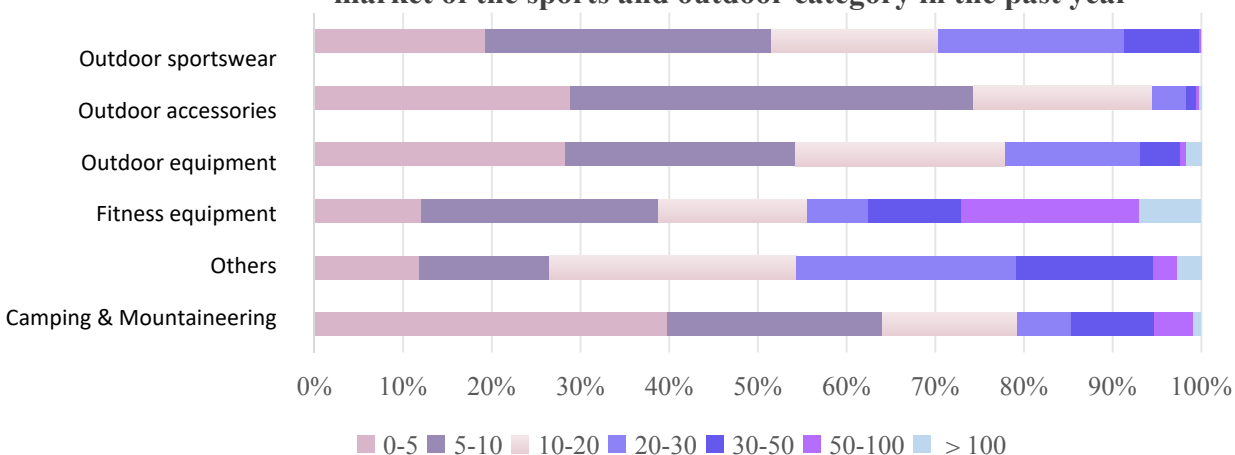
The quantity transactions are mainly concentrated in the \$10 - \$20 range.

- ◆ In the sports and outdoor market of the US site, the main products are fitness equipment, outdoor sportswear, outdoor equipment, etc. The total transaction GMV exceeds 200 million US dollars, accounting for 67% of the overall TOP 10 amount. However, in terms of the concentration of the price tier, the transaction GMV of outdoor sportswear and outdoor equipment is concentrated in the range of 30 - 50 US dollars, and the fitness equipment has a higher price realization with the GMV concentrated in the range of 50 - 100 US dollars. Among the top three sub-categories in terms of transaction GMV, especially for the fitness equipment part, the quality market with a price > 100 US dollars accounts for about 30% of the overall market, and the top market share can be considered;
- ◆ From the perspective of the sales quantity of the sports and outdoor sub-categories of the US site, outdoor sportswear, outdoor accessories, and outdoor equipment have the largest transaction quantity and are all concentrated in the price tier of 0 - 10 US dollars. Fitness equipment has a relatively high price in the transaction quantity, and the proportion concentrated at > 100 US dollars is about 10%. The overall transaction volume of sub-categories is concentrated below 20 US dollars, and it can be considered to enter with priority.

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



US market- Sports & Outdoor category

The threshold for the GMV Top 10 stores in the sports and outdoor category is **3 million US dollars**.

There is a large price difference in products. Nearly **50%** of the products are priced around **100 dollars**, and high-priced products have active transactions.

The Top 1 shop is far ahead by a large margin.

- The tiers are distinct and the top is concentrated. The first tier is the shop ranked No. 1 with a sales volume of approximately **16 million dollars**, which is about twice that of the small store ranked No. 2, significantly ahead of other shops. The pattern of stores has been relatively stable recently.

- The sales volumes of the shops ranked from No. 6 to No. 10 are concentrated between 3 million and **5 million US dollars**, with little difference. There is hope to catch up with other shops ranked higher.

The pricing strategies are diverse and the price realization is high.

- From the perspective of product sales volume; it is basically proportional to the sales amount and concentrated between 100,000 and 300,000 sales.

- From the perspective of the number of products: Most of the TOP 10 stores in the sports and outdoor category are shops with focused products, and 70% of them have less than 50 products.

- From the perspective of the average price: About 50% of the TOP 10 stores have a price of more than 100 dollars, and the price is relatively high.

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 (\$)
Merach fitness	1500-1600	21.7	35	94.75
ZenActive.US	700-800	11.1	27	110.72
LICHICO	700-800	4.3	21	167.71
FlyBirdofficial	600-700	7.8	26	138.23
Sports-Girl	500-600	57.7	182	19.66
VertVie	400-500	19.1	49	20.63
Merach US	400-500	5.5	32	97.57
ZENGVEE Fashion	400-500	35.2	50	16.65
CUPSHE SHOP	300-500	12.7	754	31.31
Gymreapers	300-500	24.9	642	48.09

US market -Shops of the sports and outdoor category

The top-selling TOP 1 shop in the sports and outdoor category is a focused one.

It occupies the top spot by driving sales with the hit product of the vibration plate fitness equipment.



MERACH

TOP1: Merach fitness

Merach fitness is a US local shop focusing on fitness equipment. It mainly sells fitness equipment products, including vibration plate fitness equipment, arm exercisers, leg exercise rowing machines, mini treadmills. The shop has gradually transformed from mainly selling cosmetics to a focused fitness shop. The shop has 35 best-selling products. The product prices are concentrated between \$2.99 and \$220, with an average price of \$82.73.

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
merach.us 64.3K	61.5K	运动和户外	81.8K	\$1.96M	Video 75	Live 254	
thebutterflyeffect_xo 20.9K	671.9K	护理和美容	44.6K	\$1.74M	Video 11	Live 0	
aquilaskyofficial 430.7K	4.1M	运动和户外	26.8K	\$2.10M	Video 200	Live 6	
mogroshopfinds 41.0K	489.5K	护理和美容	23.6K	\$387.71K	Video 24	Live 0	

① The main sales method of Merach fitness is to promote sales by showing product details and usage methods through influencers. Currently, this shop has cooperated with 17,500 influencers for connection and cooperation, and also promotes through its own self-operated accounts. ② According to the sales channel prediction of Echotik, 90% of the sales of this shop come from influencers, and 10% of the sales come from self-operated accounts. The influencers are mainly top and mid-level ones with their own traffic. And aquilaskyofficial, as a top influencer in the sports and outdoor field with 430,000 fans, has the highest total GMV of bringing goods exceeding \$2 million.

Hot products top3



Vibration plate fitness equipment
 Price: \$82.99
 Sales: 101.8K
 Number of influencers: 886



Leg exercise machine
 Price: \$57.53
 Sales: 78.3K
 Influencers: 339



Mini treadmill
 Price: \$37.48
 Sales: 46.8K
 Influencers: 292

US market- Sports & Outdoor category

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



High-waisted tight sports pants

Shop: Halara US
Price: \$28.95
Sales: 72.1K
GMV: \$2.11M
Number of influencers: 2.0K
Number of videos: 3.2K



Folding treadmill

Shop: LICHICO
Price: \$319
Sales: 10.3K
GMV: \$2.05M
Number of influencer: 762
Number of videos: 1.2K



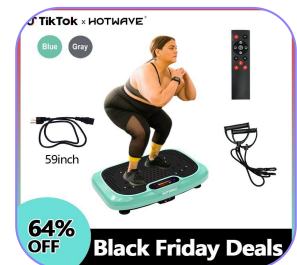
Vibration plate fitness machine

Shop: FlyBirdofficial
Price: \$78.49
Sales: 18.6K
GMV: \$1.61M
Number of influencers: 534
Number of videos: 902



Vibration plate fitness machine

Shop: Merach fitness
Price: \$69.72
Sales: 19.4K
GMV: \$1.49M
Number of influencers: 771
Number of videos: 1.2K



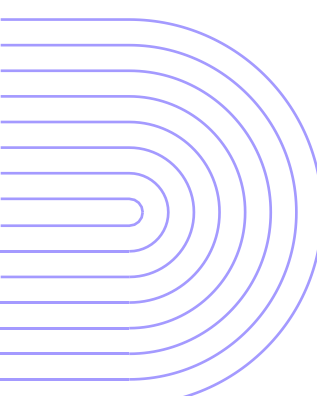
Vibration plate fitness machine

Shop: HOTWAVEUS
Price: \$74.49
Sales: 17.1K
GMV: \$1.31M
Number of influencers: 593
Number of videos: 856



UK Market

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



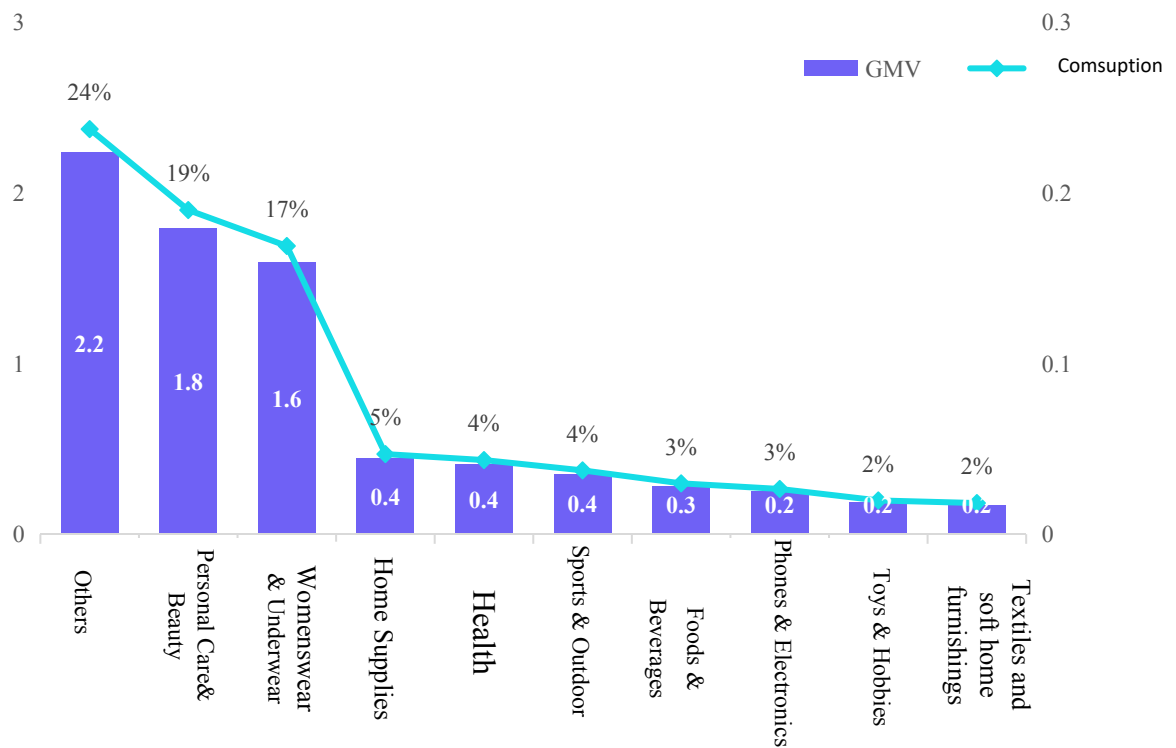
2 CHAPTER TWO

UK Market - Top 10 Categories Overview

The threshold for entering the TOP 6 in the GMV of the sports and outdoor category in the UK market in the past year.

It accounts for only 4% of the GMV TOP 10 in the UK market, accounting for a relatively small proportion.

GMV in the UK 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 UK market in the past year (Data: October 2024)

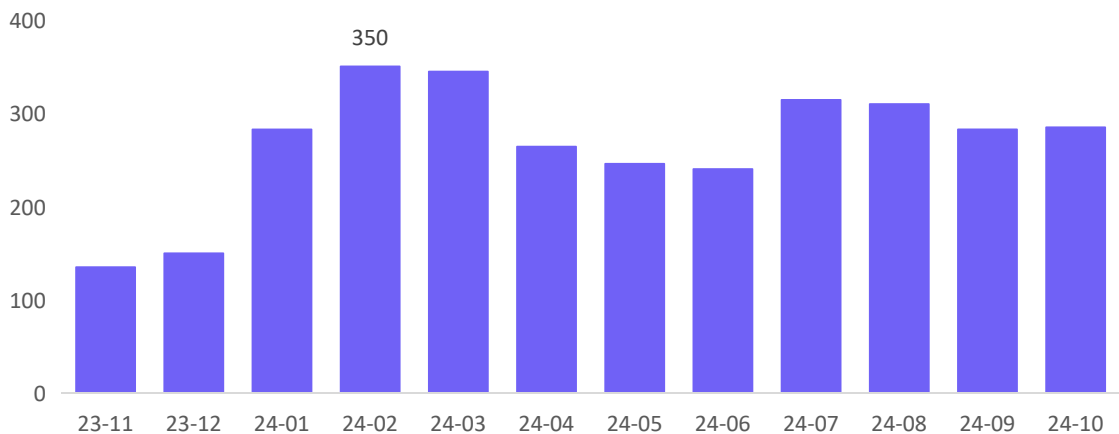
	2023.12	2024.2	2024.4	2024.6	2024.8	2024.10	Year-on-year comparison in October
Home Supplies	565.2%	15.0%	-38.0%	-2.2%	-9.1%	12.5%	3.7
Textiles & Home furnishings	593.4%	33.5%	-50.0%	-30.2%	22.8%	8.0%	3.3
Womenswear & Underwear	781.6%	-4.1%	-37.5%	-19.3%	166.6%	25.8%	13.3
Muslin Fashion	346.3%	75.0%	-2.1%	-48.0%	-14.1%	-16.7%	1.8
Personal Care & Beauty	175.0%	-31.8%	-34.4%	36.0%	-11.7%	-9.0%	0.3
Phones & Electronics	1368.1%	-12.3%	-18.7%	-20.9%	-6.2%	-28.2%	4.6
Sports & Outdoor	244.0%	84.5%	-35.7%	-1.1%	-23.9%	0.5%	2.1
Toys & Hobbies	620.8%	-35.7%	-49.7%	-18.8%	42.4%	68.5%	3.5
Foods & Beverages	186.4%	-10.0%	-37.3%	-7.8%	-9.3%	-3.0%	0.3
Health	183.2%	47.3%	-12.1%	36.4%	-9.1%	-0.3%	3.5

UK market -Top 10 categories Overview

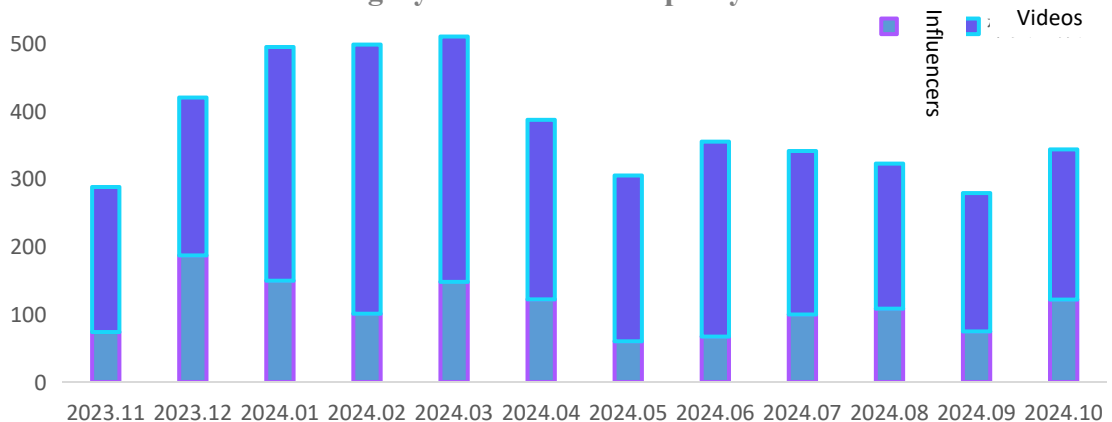
The GMV of the sports and outdoor category in the UK market has steadily increased, with a peak of approximately 3.5 million US dollars.

The main marketing method is product promotion videos, and the number of influencers promoting products is gradually decreasing.

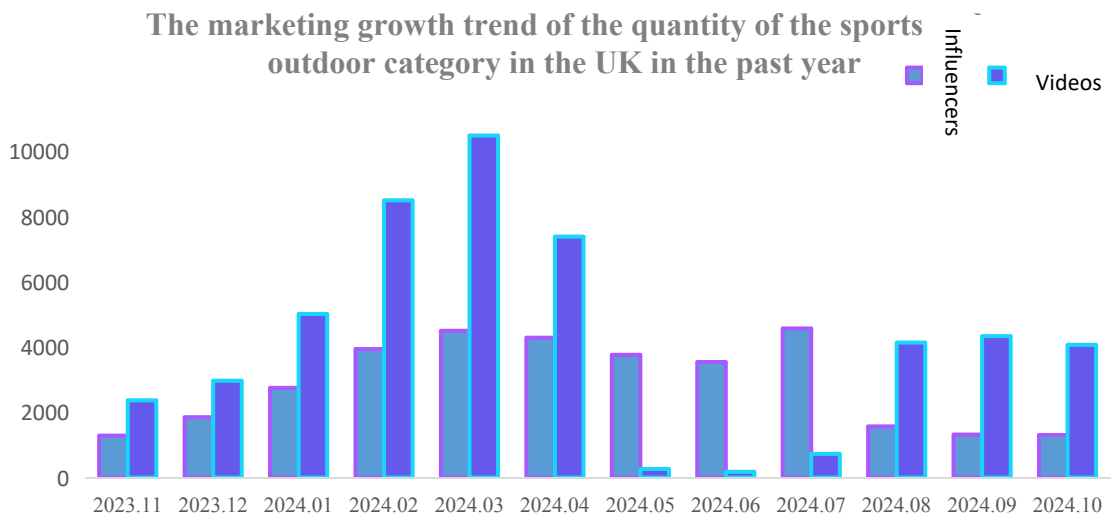
GMV of the sports and outdoor category in the UK market in the past year (in ten thousand US dollars)



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



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

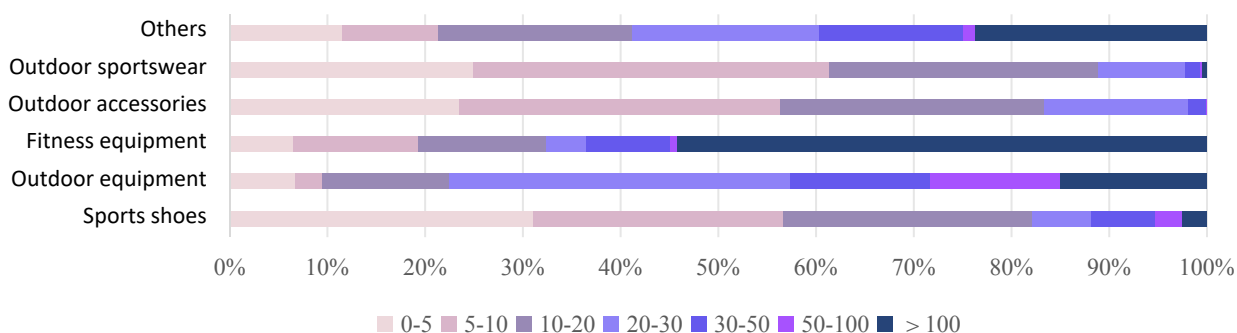


UK market - Sports and outdoor category

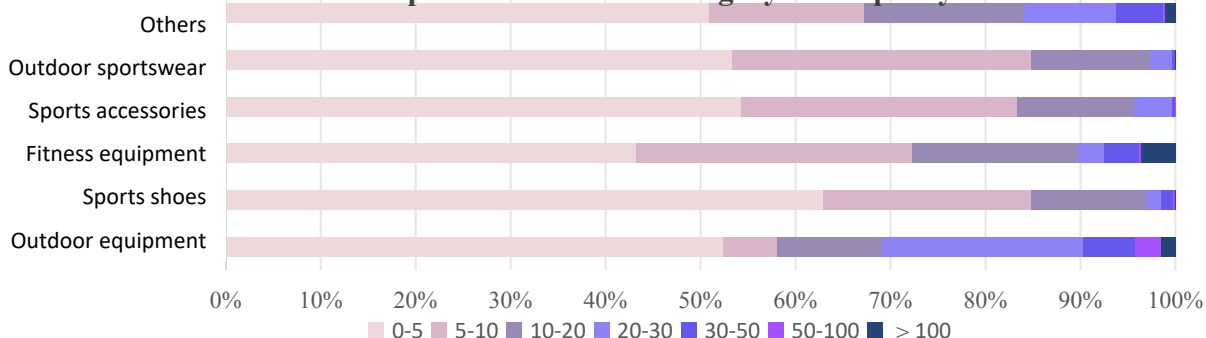
The prices of the secondary subdivided categories of sports and outdoor are concentrated at 10 - 20 US dollars. The transaction volume is mainly concentrated at 0 - 5 US dollars .

- ◆ In the subdivided market of sports and outdoor in the UK, the main subcategories of outdoor sportswear, outdoor accessories, and others rank in the top 3. Their total GMV is approximately 30 million dollars, accounting for more than 80% of the entire TOP 10 transactions. However, from the perspective of the price echelon, the GMV of outdoor sportswear and outdoor accessories is mainly concentrated at 10 - 20 dollars. At the same time, the transaction volume of less than 30 dollars is basically close to 90%, and the price realization ceiling is obvious. But it is worth noting that in the fitness equipment part, the high-price market of > 100 dollars accounts for more than 50% of the overall, which is relatively high among the subdivided categories. The share of the top market can be given priority.
- ◆ From the perspective of the sales volume of the sports and outdoor category in the UK station, 0 - 10 dollars is the best price for the shipment of sports subdivided categories, with a transaction volume of up to 3 million pieces, accounting for 77% of the overall transaction volume. For outdoor equipment, the relatively high-price range is 20 - 30 dollars, but it only accounts for 20% of this category. It is suggested that if the store considers occupying the market share, it should focus on laying out goods below 20 dollars.

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



UK market - Sports and outdoor category

The threshold for the GMV TOP 10 shops of the sports and outdoor category is 600,000 US dollars.

The average price of goods is concentrated at 10 - 20 US dollars.

The leading advantage of the TOP 1 shop is obvious.

- The echelon division is obvious. The first echelon is the TOP 1 shop with sales of around 6 million. The gap between it and the shop ranked top 2 is about twice. The leading position of the echelon is obvious. The top 2 to top 4 are the second echelon.
- The sales of the shops ranked 6th to 10th are concentrated between 600,000 and 1 million US dollars. The overall volume of GMV is relatively small, and the overall ranking is expected to be reshuffled.

The price echelon is concentrated and the products are relatively focused.

- From the perspective of product sales volume; it is basically proportional to the sales amount, and most sales quantities are concentrated between 100,000 and 300,000.
- From the perspective of the number of products: The product strategy is relatively focused, and the number of goods in the shops is mostly in the < 50 echelon.
- From the perspective of the average price: The average price of the TOP shops is relatively concentrated. Except for the unit price of citysports > 200 US dollars, the prices of other shops are concentrated between 10 and 20 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 (\$)
citysports	500-600	2.4	39	219.57
YKsaix	200-300	52.1	62	11.23
NcmRyu	200-300	29.6	54	18.35
Curlady	200-250	17.3	33	18.93
O Q Q	140-150	10.0	40	17.36
Shiny yoga	100-120	11.3	54	15.05
ZENGVEE Fashion	70-100	9.8	18	13.33
keren sport yoga	70-100	14.1	25	15.42
Ying Fu Apparel	70-100	20.9	41	17.99
ZPAVYO	60-70	9.1	56	14.81

UK market -Shops of the sports and outdoor category

The top 1 best-selling shop in the sports and outdoor category is a focused shop.

It occupied the top spot by driving sales with the breakthrough of the popular treadmill product.



TOP1: citysports

Citysports is a focused shop. It was included on EchoTik as a local British brand in 2024. It mainly offers related products of fitness equipment, such as various types and specifications of treadmills. The shop mainly has 39 best-selling items, with prices concentrated between \$9.77 - \$758.52 and an average price of \$224.72. It is a typical shop with mainly high unit prices.

Sales Condition

销售渠道



① The main sales method of this small shop is mainly through influencers promoting products. Currently, the total number of associated influencers is approximately 7,900. At the same time, it attracts to its own shop, official website or independent station for transactions through network slice videos such as TK and ins. ② According to the sales channel prediction of Echotik, 92% of this shop's sales come from influencers promoting products, and 8% come from the official website or independent station. The influencers are mainly new and top influencers. Georgekeywood, as a top influencer with 159,500 fans, has explained the products through 42 videos and carried out 29 live broadcasts for promoting products. The GMV of promoting products is as high as 630,000 US dollars.

Hot Products top3



Foldable treadmill
Price: \$247.22
Sales: 8.2K
Influencers: 44



Foldable LED screen treadmill
Price: \$246.21
Sales: 2.8K
Influencers: 34



Compact electric treadmill
Price: \$170.75
Sales: 2.4K
Influencers: 20

UK market - Sports and outdoor category

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



Ladies' one-piece yoga suit

Shop: MOOSLOVER UK
Price: \$13.3
Sales: 8.9K
GMV: \$139.67K
Number of influencers: 137
Number of videos: 187



Treadmill

Shop: citysports
Price: \$168.33
Sales: 592
GMV: 101.59K
Number of influencers: 51
Number of videos: 84



Ladies' yoga pants

Shop: O Q Q
Price: \$17.11
Sales: 7.8K
GMV: \$100.48K
Number of influencers: 165
Number of videos: 237



Ladies' yoga pants

Shop: Wendy sports
Price: \$10.58
Sales: 9.0K
GMV: \$81.84K
Number of influencers: 122
Number of videos: 182



Ladies' slim-fitting sportswear

Shop: YKsaix
Price: \$16.16
Sales: 5.2K
GMV: \$78.11K
Number of influencers: 115
Number of videos: 162

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.

EchoTik

TikTok analysis tool

Help Sellers Set Sail Overseas

www.echotik.ai

 Product Selection  Influencer Discovery  Find TikTok Shop  View The Data

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



Custom report
consultation



EchoTik
Official Account