

The Rise of Sports

2024
Douyin Sports Trend Report



CYCLING!!



3000m

0km ← → 20km

PREFACE

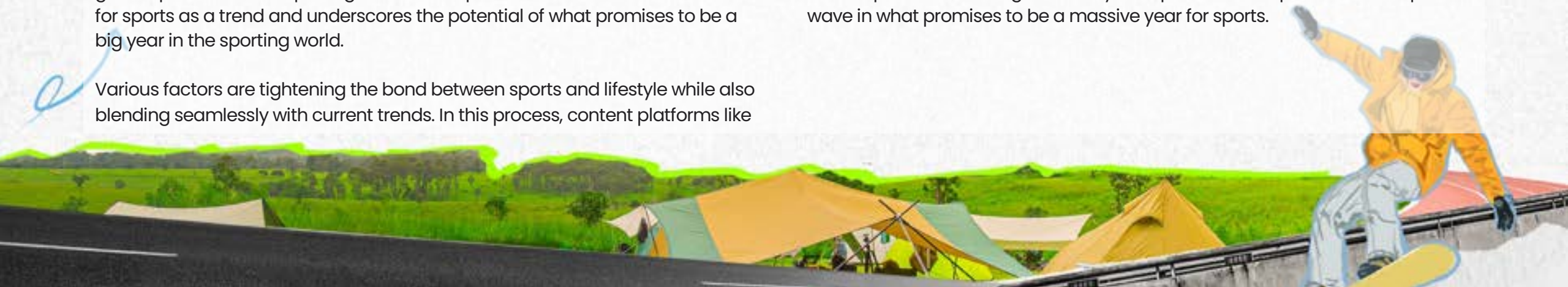
Amid a packed calendar of major sporting events in 2024, the athletic spirit is experiencing a resurgent wave and growing more popular by the day.

The popularity of sports activities stems, in part, from the deepening of public awareness. Sports carry multiple values, including physical fitness, emotional healing, and self-expression, while profoundly influencing people's social behavior, life philosophies, and consumption preferences. As public attitudes shift, sporting infrastructure and related equipment have become increasingly diverse and popular, providing platforms for people to engage in the sports wave. On the other hand, a plethora of sporting events densely scheduled throughout 2024. The government work report released in March also highlighted a series of key points, including the need to "promote widespread fitness activities among the public" and "actively cultivate new consumption growth points such as sporting events." This provides even more momentum for sports as a trend and underscores the potential of what promises to be a big year in the sporting world.

Various factors are tightening the bond between sports and lifestyle while also blending seamlessly with current trends. In this process, content platforms like

Douyin have emerged as crucial channels for generating, distributing, and popularizing sports trends, thanks to their nationwide popularity, trendiness, and diverse and immersive content. The synergy between content and consumption has also led to the continuous "overflow" of these trending content and innovative concepts, greatly influencing the direction of sports apparel and equipment trends. Such synergy has even propelled the broader fashion industry to embrace the "sports wave" and uncover new outfit trends.

In this context, Ocean Engine, Ocean Insights, and Douyin E-commerce, in collaboration with CBNDData, have jointly released the "2024 Douyin Sports Trend Report." This report delves into nine major trending sports content and eight sportswear trends based on content consumption trends on the Douyin platform. This report aims to offer marketing insights based on content trends and empower Ocean Engine's ecosystem partners to capitalize on the sports wave in what promises to be a massive year for sports.



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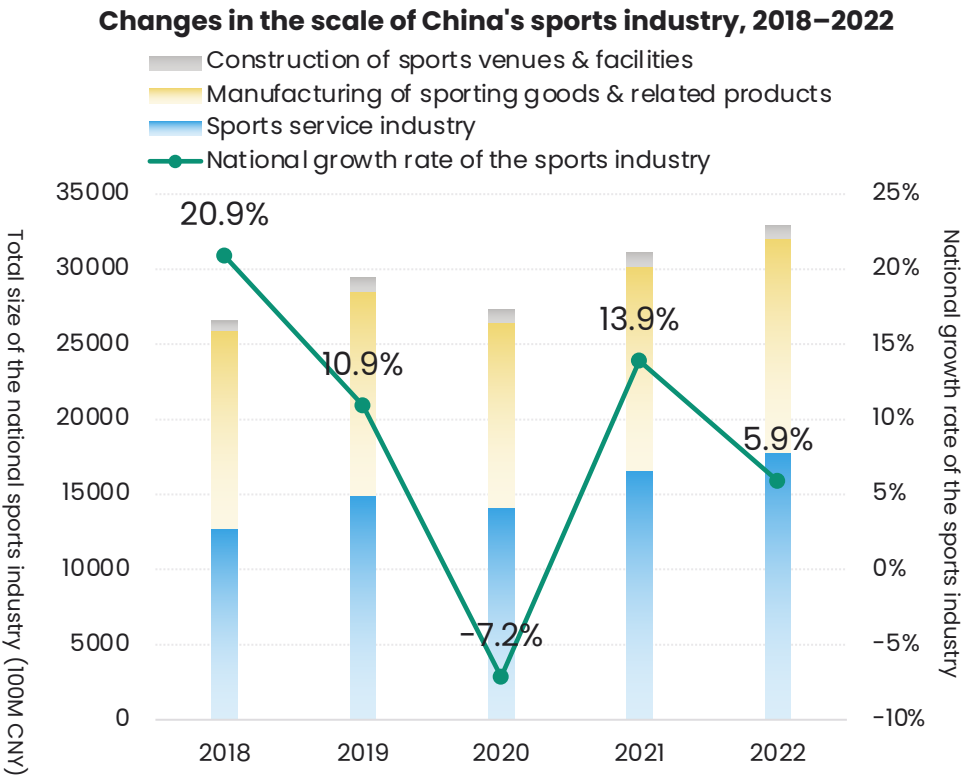
Macro environment analysis on sports



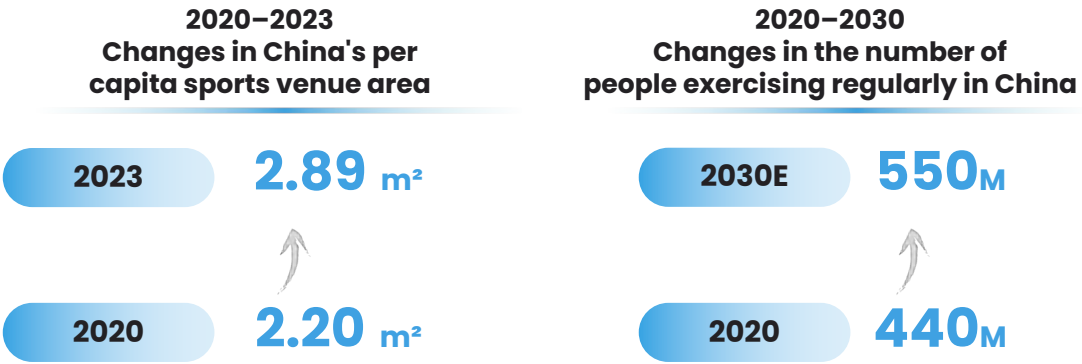
20KM

China's sports infrastructure is advancing rapidly, with sports shaping a new lifestyle trend

The overall scale of China's sports industry is on the rise. As of 2022, the annual scale of the sports industry exceeded 3.3 trillion CNY. The rapid development of the domestic sports industry has fueled a continuous surge in national enthusiasm for sports activities. On the one hand, the public now has more sports venues available. As of 2023, China's per capita sports venue area had reached 2.89 square meters, a significant increase from 2020. On the other hand, public interest in sports activities is also surging, with sports gradually emerging as a new way of life for people living in China. This year, 2024, is a crucial year for the "14th 5-Year Plan." The "Key Points of Mass Sports Work in 2024" proposes to promote equal access to sports facilities and to enhance the promotion and popularization of major ball games and winter sports this year. These efforts are expected to further stimulate the nation's enthusiasm for sports.



Data sources: The General Administration of Sport and the National Bureau of Statistics, 2018–2022



Data sources: The General Administration of Sport, 2023 vs. 2020; the China Sporting Goods Federation, 2030E vs. 2020

In February 2024, the General Administration of Sport issued the "Key Points of Mass Sports Work in 2024," proposing that:

In 2024, the "National Fitness Venues & Facilities" enhancement initiative will be further implemented to promote the even distribution of basic public services.

In 2024, the system of mass sporting events will be strengthened to further stimulate public enthusiasm for fitness.

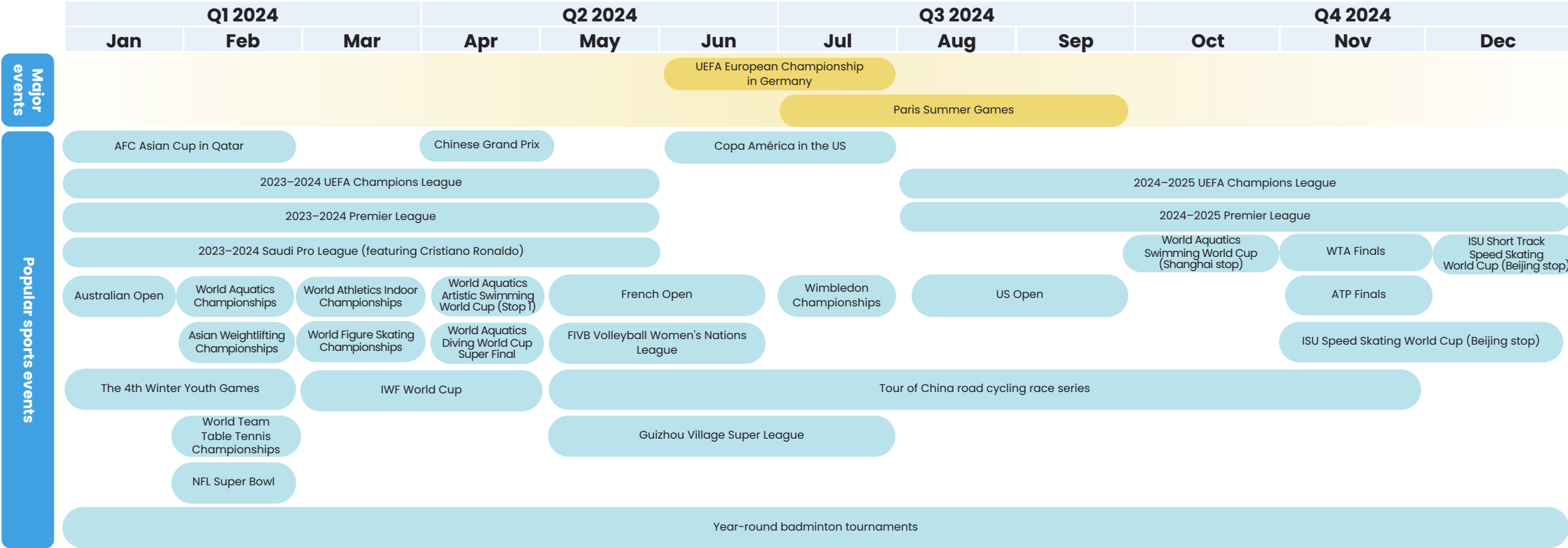
In 2024, efforts will be intensified to promote the popularization of major ball games and winter sports to help build a strong sporting nation.

Data source: The General Administration of Sport

2024 is packed with sports events, ensuring ongoing fervor in the world of sports

The year 2024 will usher in a truly grand year for sports, with a jam-packed schedule of events covering a variety of sports including soccer, volleyball, badminton, winter sports, and car racing. On July 26th, the world's premier sporting event IP will officially commence in Paris, igniting the nation's enthusiasm for a special event that comes only once every four years.

Calendar of key sporting events in 2024



Data source: Compilation of public information. Due to space constraints, only a selection of events in 2024 is listed here.

Remote spectating, stadium pilgrimages, and related spending emerge as major trends for 2024

In addition to attracting sports enthusiasts, major sporting events also reach a wider audience, both online and offline. During the Tokyo Summer Games, over 800 million Chinese citizens watched livestreams on CCTV, and the Hangzhou Asian Games sparked a nationwide frenzy of "game-watching" on Douyin. Large-scale sports events will also drive offline cultural and tourism spending as well as related equipment purchases. During the 2022 World Cup, the number of tourists to Qatar surged, with a 229% month-on-month increase in visitor numbers during the opening month. During the Hangzhou Asian Games, Hangzhou's tourism popularity soared to the top three cities nationwide. The Asian Games also delivered Hangzhou over 400 billion CNY in GDP growth. Meanwhile, during the Tokyo Summer Games, sales of products like skateboards on Douyin's e-commerce platform experienced significant year-on-year growth.

A tournament attracts an audience

CCTV's livestream of the Tokyo Summer Games attracted hundreds of millions of viewers



Hangzhou Asian Games sparks nationwide "game-watching" trend on Douyin

Douyin's livestream of the Hangzhou Asian Games recorded
6.2B views

Users searched for Asian Games content on Douyin
400M times

Users visited the Asian Games topic on Douyin
520M times

A tournament popularizes a nation

Changes in tourist numbers during the 2022 Qatar World Cup



During the World Cup in November 2022, the number of tourists from Qatar increased by
229% MoM

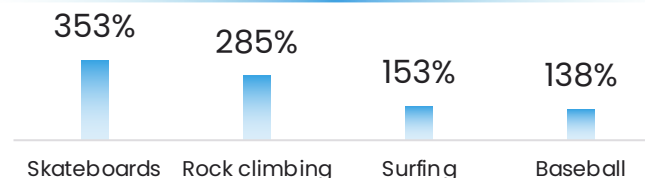
Asian Games triggers tourism boom in Hangzhou, China



During the Asian Games, Hangzhou's tourism popularity ranked
No. 3
in China, second only to Beijing and Shanghai

A tournament brings in a fortune daily

Sales increase in specific Douyin e-commerce categories during the Tokyo Summer Games



Hangzhou Asian Games highlights the driving force of consumer growth

Hotel reservations increased by around
800% YoY

Compared to the same period in 2019, ticket sales of scenic spots surged by
500%+

The GDP growth brought to Hangzhou was approximately
414.1B CNY

Data sources: Publicly available reports from the CCTV website, Jul 23–Aug 8, 2021; publicly available Douyin report data, Sep 19–Oct 8, 2023

Data sources: Public data from the Qatar Tourism Authority, Nov 2022 vs. Oct 2022; public data from Trip.com, Sep 23–Oct 8, 2023

Data sources: Public data from Douyin E-commerce, Jul 21–Aug 8, 2021; public data from platforms such as Trip.com and Fliggy; and public data from the Zhejiang Bureau of Statistics, Sep 23–Oct 8, 2023

Douyin creates an online "sports" platform, fostering an immersive atmosphere and a strong sense of enthusiasm among spectators

With its high-quality sports content, Douyin has become a go-to online channel for the public to obtain sports information and discover sports products. In 2023, the average monthly views of sports videos on Douyin exceeded 300 billion. The growing enthusiasm for sports among the public has led to a continuous increase in both the number of views and searches of sports content on Douyin, with a 37% year-on-year increase in searches for sports-related content in 2023. Not content with being just spectators, many people actively contribute to the sports trend through personal content creation. In 2023, the average monthly number of new sports videos published on Douyin exceeded 80 million. At the end of 2023, the number of sports content creators also increased by 34% compared to the previous year. A diverse ecosystem of sports content has gradually emerged on Douyin, featuring creators such as professional athletes, sports brands, and sports-related owned media. This provides brands with a "new choice" for sports marketing.

Average monthly views of sports-related videos on Douyin in 2023

300B+

YoY increase in searches for sports-related content on Douyin in 2023

+37%

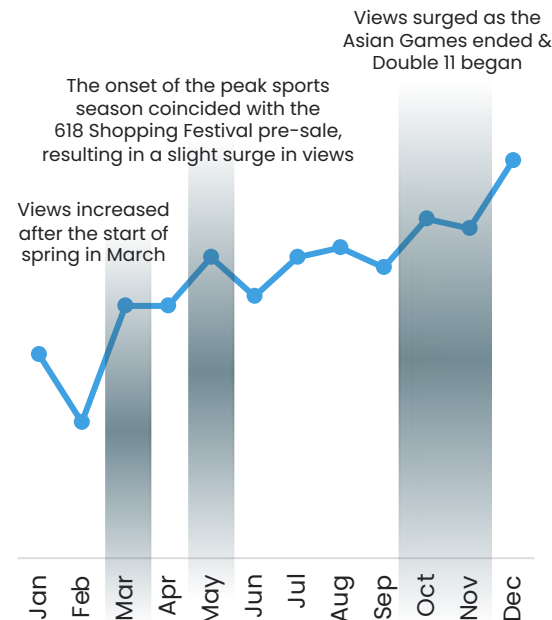
Average monthly number of new sports-related videos published on Douyin in 2023

80M+

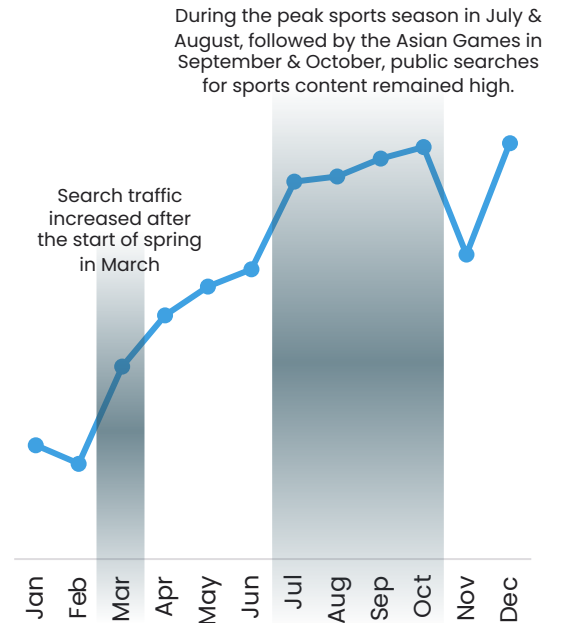
YoY increase in the number of sports content creators on Douyin in December 2023

+34%

Views of sports videos on Douyin in 2023



Sports content searches on Douyin in 2023



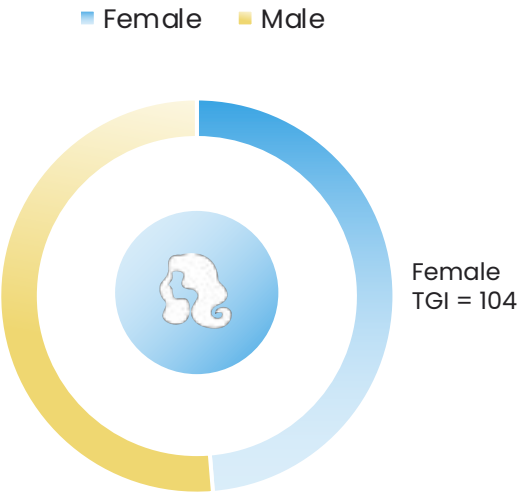
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute. The number of views, new videos, and searches is extracted from January to December 2023, while the total number of creators is a cumulative value taken from December 2023. The year-on-year (YoY) comparison is based on December 2023 compared to December 2022.

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jan-Dec 2023

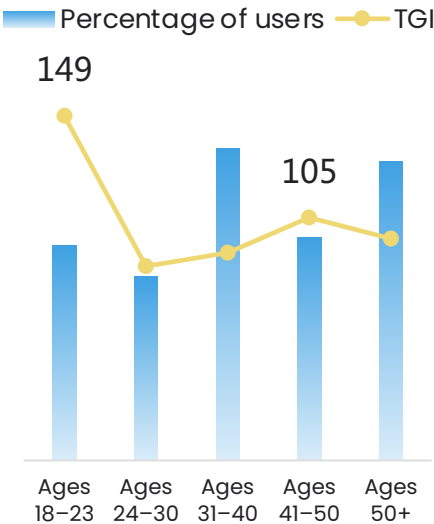
Sports enthusiasts across all ages and city tiers gather on Douyin

As a national-level app, Douyin has attracted numerous passionate sports fans and general sports enthusiasts, encompassing users of all genders, age groups, and city tiers. Data shows that female users on the Douyin platform also exhibit a significant interest in sports. The inherently active nature of young people predisposes them to have a strong preference for sports content, with a TGI as high as 149 among those aged 18–23, making them a promising "new force" for the future. Additionally, the proportion of users from tier-3 cities and below is relatively high, indicating enormous growth potential. Judging by their content preferences, users interested in sports also enjoy exercising, eating, playing, and enjoying life.

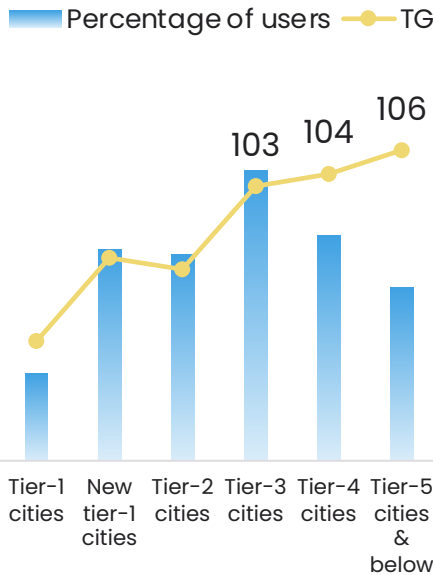
Gender distribution of Douyin users interested in sports



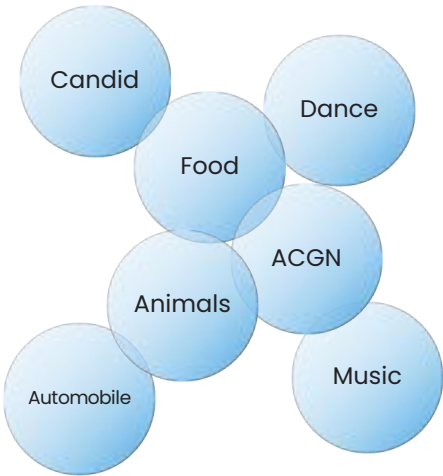
Age distribution of Douyin users interested in sports



City tier distribution of Douyin users interested in sports



Content preferences of Douyin users interested in sports

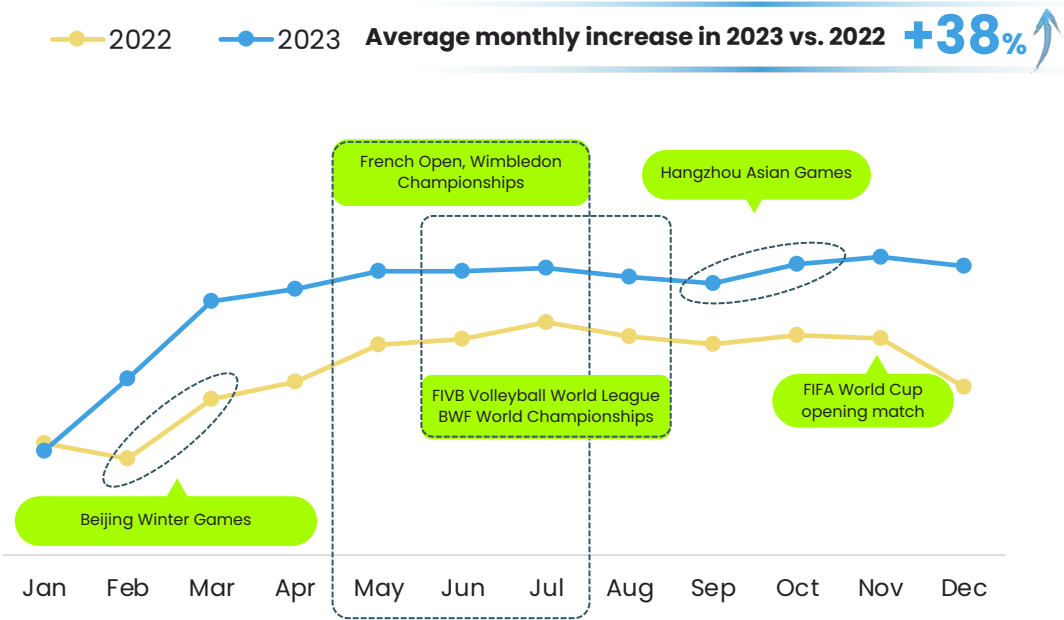


Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, January 2024

Tournaments are fueling a surge in sports consumption, with Douyin users frequently making purchases driven by their passion for sports

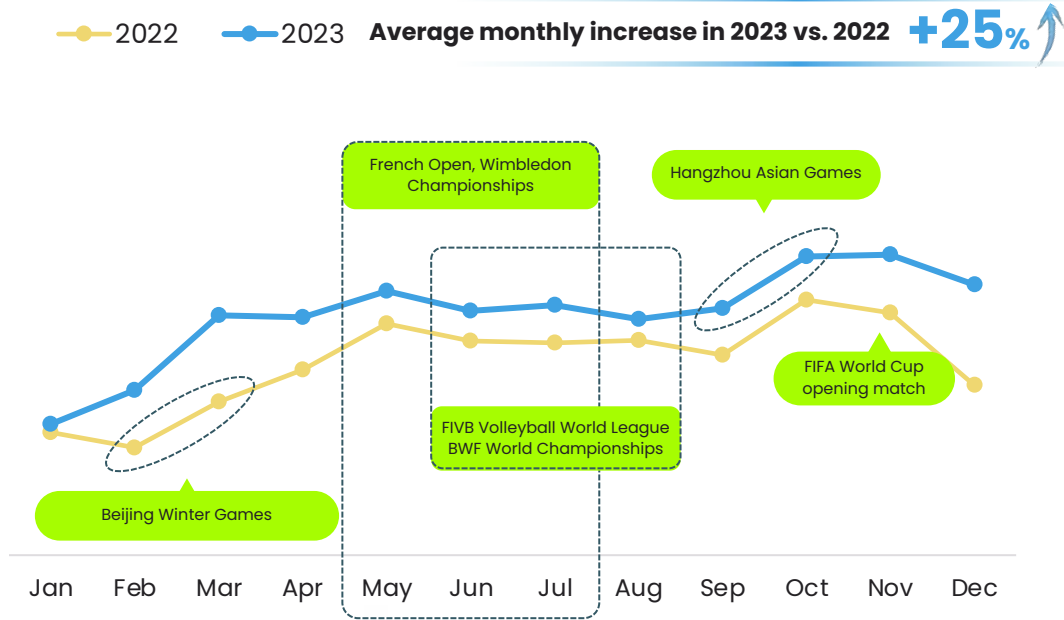
As users' enthusiasm for watching sports-related content on Douyin continues to grow, their demand and interest in purchasing sporting goods in Douyin livestreams are showing a significant upward trend. In 2023, the number of sports-related sales in livestream rooms and clicks on livestream products on Douyin saw a continual increase, showing a notable rise compared to 2022. The impact of sports events on sports consumption cannot be ignored. During the spring and summer months of May to August, the packed schedule of events including tennis, volleyball, and badminton fueled enthusiasm for sports consumption on Douyin. Major events like the Beijing Winter Games and the Hangzhou Asian Games also significantly boosted sports consumption on the platform. By the fourth quarter of 2023, sports consumption on Douyin had reached a new peak. Brands can leverage major sporting events throughout the year, as well as key promotional periods and holidays, to engage in targeted sports content marketing.

No. of sports-related sales livestream rooms on Douyin



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jan 2022–Dec 2023

No. of clicks on sports-related products in Douyin livestream rooms



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jan 2022–Dec 2023

Attracting traffic and retaining it, Douyin's sports content drives consumption trends

Leveraging its massive supply of traffic, diverse content, and strong creative attributes, Douyin has developed a multifaceted content consumption matrix. Centered around sports events, it extends to derivative programs, trending topics, tournament information, interactive activities, and more. This matrix gives the platform a leading industry advantage in terms of tournament content consumption. During the Tokyo Summer Games, videos posted by athletes on Douyin attracted a total of 12.6 billion views, while Douyin helped several brands leverage sports event marketing. During the Qatar World Cup, Douyin gathered high-quality traffic from across the Internet and successfully generated buzz, with 10.6 billion viewers tuning into World Cup livestreams on Douyin. Tournament highlights also rapidly spread across the platform, generating over 5,000 trending topics during the World Cup period. In addition, Douyin converted World Cup traffic into sustained engagement, driving a 400% surge in the consumption of related products and achieving 165 million orders for lifestyle services, expanding the downstream potential of sports events.

The 2020 Tokyo Summer Games



- Douyin has become a marketing platform for high-potential sports events



No. of Douyin users who cheered for Chinese athletes

2.05B



Views of videos posted by athletes

12.6B



No. of athlete & KOL livestreams

198

- Douyin helps brands "take the lead" in sports events & master the "business game"



Yili

Total impressions across multiple platforms

156.5B



Anta

Total views of the four major hashtags created

7.32B



Perfect Diary

Total Summer Games interactive game participants

100M

Data sources: Compilation of publicly available Douyin reports

The 2022 FIFA World Cup in Qatar



- Hundreds of millions of soccer fans gather on Douyin, frequently generating trending topics online



Total livestream views

10.6B



Total livestream interactions

1.3B



Trending topics

5,237

- Enjoying the World Cup in every possible way: Search for information, buy merchandise, eat, drink, and have fun



Douyin searches

Total user searches for World Cup information

2.2B



Douyin e-commerce

Sales of World Cup fan merchandise surged by over

400%



Douyin lifestyle

No. of people who ordered World Cup-related food, drinks & entertainment products

165M

Data sources: Compilation of publicly available Douyin reports

PART 02

Hot sports content predictions



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Trending topic 1: Popular events are converging, with national sports events returning to the limelight

The intensive lineup of events in 2024 offers immense potential to generate trending topics. Based on the average daily search trends on Douyin for major sports events in the past, the 2024 Summer Games rightfully stands as the top traffic attraction. With this in mind, the Paris Summer Games are poised to become a top trending topic in 2024. Sports such as table tennis and weightlifting are expected to uphold the legacy of the Chinese national team's success from the previous Games, serving as the top eye-catching events for the Chinese audience. From the public's perspective, who will win the gold medal and claim the championship title remains the center of attention. As national-level sports events, basketball and soccer attract the most public attention, and 2014 is expected to reignite the nationwide frenzy for watching sports matches. Disciplines such as cycling and athletics also demonstrate untapped potential and may emerge as new trending topics this summer.

Prediction Top sporting events in 2024

No. 1	Paris Summer Games
No. 2	NBA
No. 3	Premier League
No. 4	UEFA European Championship in Germany
No. 5	AFC Asian Cup in Qatar
No. 6	F1 Grand Prix
No. 7	Copa América in the US

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute. The predicted rankings are based on the analysis of average daily searches for historical events.

Prediction Top sports in 2024

No. 1	Table tennis
No. 2	Weightlifting
No. 3	Volleyball
No. 4	Badminton
No. 5	Basketball
No. 6	Athletics
No. 7	Shooting
No. 8	Swimming
No. 9	Soccer
No. 10	Diving

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jul 23–Aug 8, 2021. The predicted rankings are derived from analyzing the level of interest in sports events from top-performing livestreams during the Tokyo Summer Games.

Prediction Top keywords in 2024



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jan 2023–Feb 2024. The prediction of trending keywords is based on the analysis of top trending keywords related to the Summer Games.

Trending topic 2: Sports idols are breaking boundaries, captivating audiences both on and off the field


More and more sports celebrities are sharing their stories on and off the field on Douyin, with the "idol" effect continuously drawing public attention to sports. In 2023, athletes like James Harden and Hongchan Quan consistently dominated the top 10 list of trending sports celebrities searched on Douyin. Judging by the event schedule, the Paris Summer Games will undoubtedly be their shared "main battleground" in 2024. As the year progresses with various sporting events, athletes such as Yingsha Sun and Bingtian Su have also captured the public's "special notice." Their schedules and performances are bound to continue captivating the hearts of audiences.

Prediction Which sports celebrity will the public pay the most attention to in 2024?


Search ranking	Sports celebrity	Major events in 2024
No. 1	James Harden	NBA, Paris Summer Games
No. 2	Hongchan Quan	World Aquatics Championships (Diving), World Aquatics Diving World Cup, Paris Summer Games
No. 3	Chuqin Wang	World Team Table Tennis Championships, Paris Summer Games
No. 4	Yingsha Sun	World Team Table Tennis Championships, Paris Summer Games
No. 5	Stephen Curry	NBA, Paris Summer Games
No. 6	Kyrie Irving	NBA, Paris Summer Games
No. 7	Yanni Wu	World Athletics Indoor Championships, Paris Summer Games
No. 8	Neymar Júnior	UEFA European Championship
No. 9	Kevin Durant	NBA, Paris Summer Games
No. 10	Long Ma	World Team Table Tennis Championships, Paris Summer Games

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Jan–Dec 2023


Prediction Trending athletes in 2024




Yingsha Sun
3.43M followers




Bingtian Su
4.39M followers




James Harden
2.83M followers



Sining Xia
2.69M followers



Yanni Wu
3.14M followers



Meng Li
2.44M followers

Trending topics on Douyin

Oct 3, 2023

#DurantWillCompeteInTheParisGames 8.04M

Oct 6, 2023

#EmbiidWillRepresentTheUSInTheGames 6.12M

Oct 1, 2023

#ChuqinWangAndYingshaSunAreLookingForwardToTheParisGames 4.63M

Sep 12, 2023

#JamesWillParticipateInTheParisGames 4.60M

Aug 4, 2023

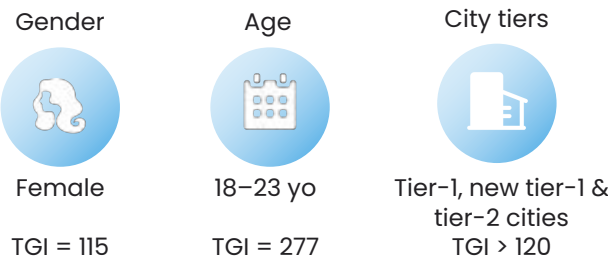
#YanniWuSaysSeeYouAtTheParisGames 3.94M

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute.
The follower numbers of sports celebrities are extracted as of the end of February 2024.
The data sources include the Industry Trending Topics Detection Model (Kindling).
The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically.
The values shown above are values as of February 1, 2024.

Trending topic 3: Rock climbing has arrived on the competitive scene, street dance is trending, and niche sports have regained popularity

Niche sports are becoming increasingly popular among youths in higher-tier cities. However, they are rapidly gaining broader attention due to the enthusiastic atmosphere of this sports-packed year. On the one hand, activities like breakdancing and rock climbing have transitioned into competitive sports, forming a "new generation" of athletic events and gaining broader visibility. On the other hand, the popularity of other niche sports, such as outdoor hiking, continues to rise, while sports like skiing and street dancing are constantly evolving, introducing new tricks and becoming increasingly trendy. For instance, discussions on Douyin have been sparked by trending topics like "When skiing starts to get fancy" and "Yanni Wu's debut street dance." Unique events like "AI robots entering the rugby field" and "Tianjin's diving uncle" have also become well-known features in recent niche sports content.

Embraced by youths and acknowledged in sports tournaments, niche sports are gaining popularity



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, January 2024

Popular sports events now include breakdancing, skateboarding, rock climbing, and surfing



Data sources: Compilation of public information

Beyond the arena, more niche sports are becoming a sensation among the general public

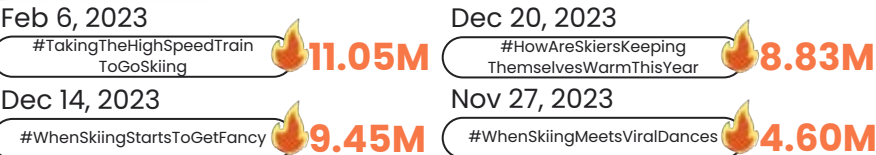
Changes in the popularity of niche sports content on Douyin



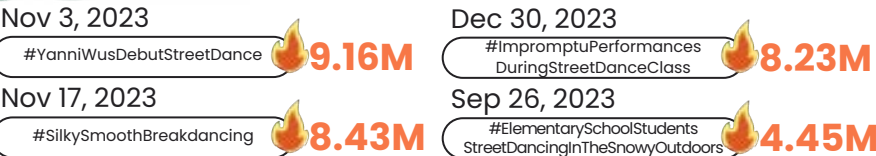
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

What are niche sports enthusiasts talking about on Douyin?

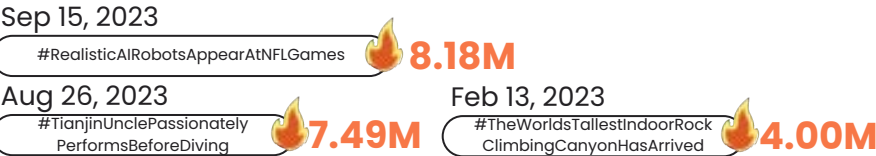
Fancy ski tricks



It's better to dance



I've never seen anything like this



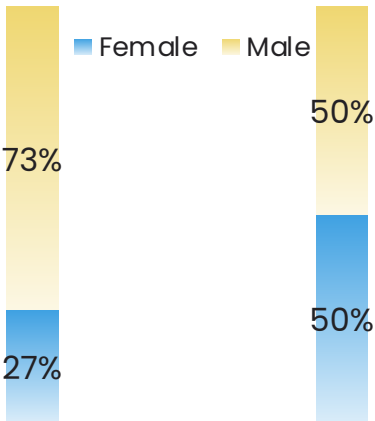
Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Trending topic 4: Shining both on and off the field, "girl power" adds beauty to sports

Female athletes are starting to receive more attention from the public. In the "follow lists" of users searching for sports events on Douyin, the proportion of female athletes in the top 10 list is significantly higher than in the top 30 list. Beyond the arena, women's interest in sports content and their enthusiasm for participating in sports are increasing. Activities like yoga and dancing have become mainstream outlets for women to engage in sports. As this sports-filled year gets underway, many women are starting to break free from the stereotype of appearing weak and fragile, transforming into cool skateboarders and strong rock climbers. This shift is drawing more female attention to technical and strength-focused niche sports such as skateboarding and rock climbing.

Female athletes are receiving more public attention

Gender distribution of the top 30 athletes followed by Douyin users searching for sports events



Top 30 followed athletes Top 10 followed athletes

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Nov 2023–Jan 2024

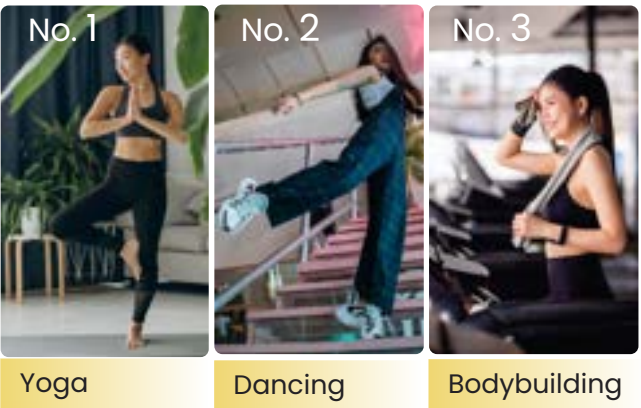
YoY increase in views of women's sports events on Douyin in 2023

13.9%↑

YoY increase in searches of women's sports events on Douyin in 2023

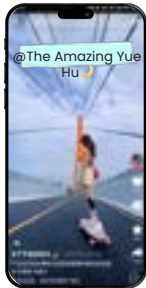
38.6%↑

Popular sports events with female participation



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The sports events are ranked in descending order based on the views of sports events participated by women.

Searches for women's sports events have skyrocketed



Content searches for "women's skateboarding" on Douyin in 2023 **+162%**

#SkaterGirl 3.7B views

"Let's chase the wind together."

"I really need this cool thing."

Content searches for "women's rock climbing" on Douyin in 2023 **+99%**

#RockClimbingGirl 70.39M views

"Only those who have tried rock climbing would know how strong she is."

"I can't imagine how much I would rely on her if we were friends."



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The hashtag views are extracted as of the end of February 2024.

Trending topic 5: Precise segmentation of communities and scenarios provides countless approaches to running

Running is undoubtedly a nationwide sport, with views of running videos on Douyin surpassing 50 billion in 2023. People discuss various aspects of running on Douyin, whether it is adopting running as a new lifestyle or sharing their running outfits of the day (OOTD). The classification of running communities and scenarios is becoming increasingly diverse, with marathons being the most popular. After the full return of offline marathon events in 2023, marathons lead by a wide margin in terms of views within the running community and continue to experience high growth. As marathons continue to soar in popularity, a marathon craze is sweeping across various cities nationwide, including Wuxi, Beijing, and Xiamen.

Views of running-related videos on Douyin in 2023

50B+

YoY increase in searches related to running on Douyin in 2023

+38.6%

Trending hashtags about "Running +" on Douyin

Running + Lifestyle	#RunningCuresEverything	8.50B
	#LoveRunningLoveLife	4.31B
	#DisciplinedRunning	510M
Running + Professional	#RunningKnowledge	630M
	#ScientificRunning	220M
	#RunningTechniques	200M
Running + Outfits	#RunningShoes	2.07B
	#RunningGear	1.50B
	#RunningOutfits	270M
Running + Epic tunes	#EpicTunesForRunning	300M
	#MusicForRunning	280M
	#RunningPlaylist	250M

The running community is highly segmented, with marathons being the most popular



Top 3 running communities with the highest growth for Douyin views in 2023

+225%

Marathon

+111%

Middle-distance running

+64%

Long-distance running

A marathon craze is sweeping across multiple cities in China

#WuxiMarathon

480M views

#BeijingMarathon

470M views

#XiamenMarathon

410M views

#WuhanMarathon

310M views

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The table displays the view count of Douyin hashtags, with statistics accurate up to the end of February 2024.

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute. The hashtag views are extracted as of the end of February 2024.

Trending topic 6: Cycling is emerging as a popular trend, offering riders unique experiences

A cycling craze swept across the country in 2023. From a demographic perspective, males from higher-tier cities dominate the cycling community. While interest is highest among young adults aged 18–23, middle-aged individuals between the ages of 31 and 50 are also eager to cycle, using the sport to relieve stress in their lives. From highways to city streets and mountain trails, each road offers a different scenery. Similarly, cyclists have different intentions when it comes to cycling. Road cyclists view bicycles as a new mode of transportation for their travels. Urban cyclists embrace "city rides" as a new lifestyle to replace city walks, while mountain biking enthusiasts enjoy challenging themselves and pushing their limits.

Jun 3, 2023

#Over100MillionPeopleInChinaCycleRegularly

Trending topics about cycling on Douyin

6.75M popularity points

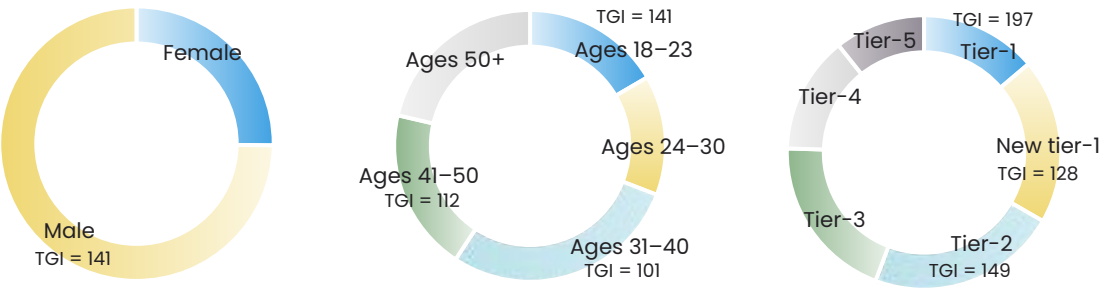
Views of cycling-related videos on Douyin in 2023

+94.4%

Searches of cycling-related content on Douyin in 2023

+137.4%

Profile of Douyin users interested in cycling



Data sources: Ocean Insights, the Ocean Insights E-commerce Research Institute, and the Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024. The data compares views and searches between 2023 and 2022, with user profiles extracted in January 2024.

Popular topics discussed within the cycling community on Douyin

Road cycling

YoY increase in searches in 2023

+176.5%

#CyclingInChina Q Views: 1.34B

#RoadCycling Q Views: 39.956M

#CyclingInTibet Q Views: 1.24B

#LongDistanceCycling Q Views: 470M

#EscapeTheCityByBike Q Views: 370M

#GirlsCyclingOnTheHighway Q Views: 790M

Urban cycling

YoY increase in searches in 2023

+103.3%

#DopamineOutfitsForCyclingGirls Q Views: 58.91M

#UrbanCyclingPlan Q Views: 160M

#CyclingSnapshots Q Views: 2.14B

#DailyCycling Q Views: 850M

#CyclingIsAWayOfLife Q Views: 110M

Mountain biking

YoY increase in searches in 2023

+99.9%

#MountainBiking Q Views: 260M

#MountainBike Q Views: 1.25B

#MountainBikingTechniques Q Views: 22.229M

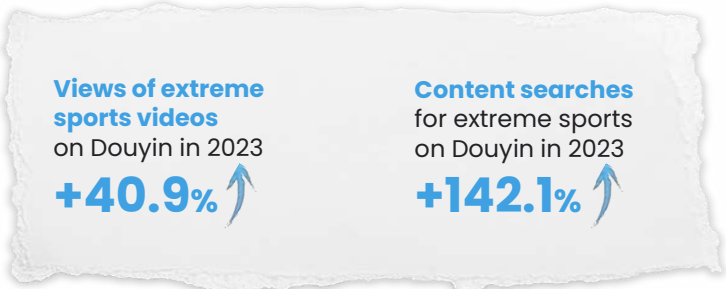
#CyclingUphill Q Views: 11.545M

#CyclingDownhill Q Views: 41.926M

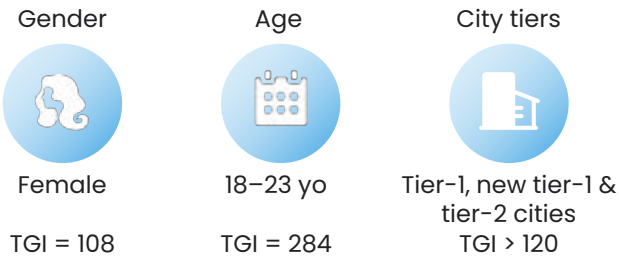
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The hashtag views are extracted as of the end of February 2024.

Trending topic 7: Whether solo or in pairs, the thrill of extreme sports is all about the adrenaline rush

Extreme sports are highly popular among young people nowadays, with Douyin users aged 18–23 showing a high-interest TGI of 284 in extreme sports. They are also popular among Douyin users in tier-1 and tier-2 cities. After Beijing hosted the Winter Games, skiing became the most popular extreme sport in 2023. The return of various marathon events in the same year also fueled a significant boost in interest in marathons. As winter fades and summer approaches, extreme water sports are bound to attract public attention again. The exhilarating experience of extreme sports has led many couples to "challenge" these sports together. In 2023, views of videos related to "couples x free diving" increased by over seven times compared to the previous year. Experiencing an accelerated heartbeat together in extreme sports is becoming a new way for couples to go on dates.

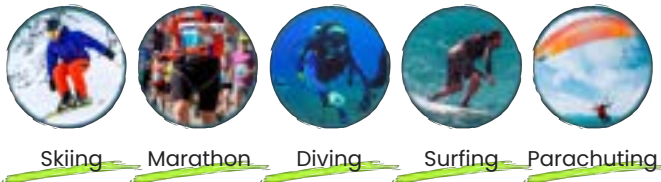


Profile of Douyin users interested in extreme sports

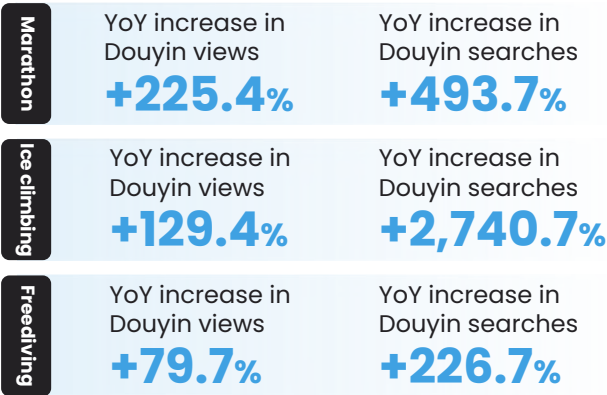


Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute. The data compares views and searches between 2023 and 2022, with user profiles extracted in January 2024.

Top 5 extreme sports in terms of Douyin views in 2023

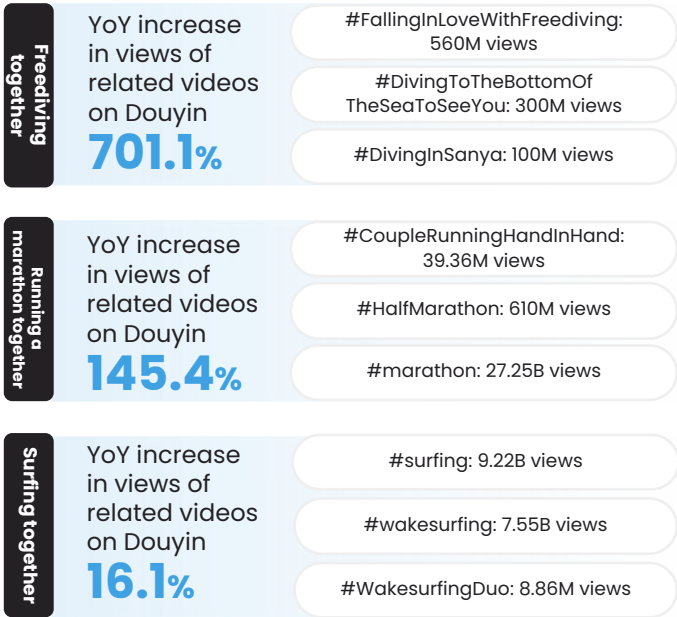


Extreme sports with rapid growth on Douyin in 2023



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Extreme sports for couples—Experience an adrenaline rush together with your partner





Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The hashtag views are extracted as of the end of February 2024.

Trending topic 8: With the growing popularity of Baduanjin qigong and Pilates, passive exercises are emerging as powerful emotional remedies

According to estimates from the Global Wellness Institute, the global passive exercise market is experiencing rapid growth, with the global market valued at 38.9 billion USD as of 2022. Influenced by internal and external pressures, weary consumers are increasingly turning to passive exercises to relax their minds and bodies. From a content perspective, the public is actively exploring passive exercises that suit them. Represented by Baduanjin qigong, passive exercises have seen a surge in searches on Douyin. With various instructional videos available, people are also discovering unique pleasures in passive exercises. Some claim to have alleviated their anxiety about hair loss through Baduanjin qigong, while others have used skateboards to practice Pilates. However, passive exercises don't necessarily equate to complete relaxation, as challenges exist within the process. For instance, many people express their struggle with the full lotus position demonstrated in videos of seated meditation.

Top 10 passive exercises in terms of Douyin searches in 2023

Passive exercises	YoY searches
Fishing	37.7%
Yoga	34.0%
Stretching	18.0%
Baduanjin qigong	141.9%
Pilates	142.5%
Tai chi	15.4%
Meditating	255.3%
Stake standing	61.0%
Tree hugging	230.4%
Singing bowl	48.1%



@Martial Arts Tai Chi Culture



@Vending Machine

#PracticeBaduanjinQigongWithMe

#YoungPeopleAreAllPracticingBaduanjinQigong

"After practicing, my whole body feels warm, and my hands and feet are no longer cold."

"If you're saying I can grow hair by doing this, I'm really going to practice it!"



@Xiao Zai



@Indian Summer

#PilatesCoreBed

#FallingInLoveWithPilates

"When I get home at night, I'll take my son's skateboard out and practice."

"Starting today, I'll have to be more self-disciplined in 2024."



@Dragon Gate Liqu

@Xinxin Zen Garden

#FullLotusMeditation

#ZenMeditation

"This is the most complete exercise of the full lotus pose I've seen online."

"Are you sure you're not wearing a prosthetic leg? That's awesome."

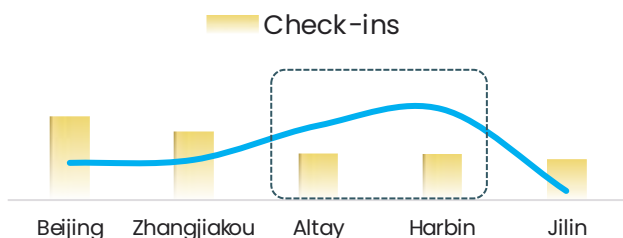
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022. The passive exercises are ranked in descending order based on Douyin content searches in 2023.

Data sources: Compilation of publicly available videos on Douyin

Trending topic 9: People are flocking to specific destinations for sports, causing niche locations to surge in popularity on Douyin

Sports are driving people to travel to different destinations. The Beijing Winter Games has popularized winter sports, making Beijing and Zhangjiakou the hottest new skiing destinations. The significant growth in skiing implies that winter sports are becoming more accessible to the public. Urbanites are opting for outdoor activities like hiking and river tracing in scenic locations like Wutong Mountain in Shenzhen and Daguang Cave in Liuyang to experience the healing power of nature. Meanwhile, coastal cities are being revitalized through cool summer water sports like sailing and diving, with destinations such as Wanning gaining traction among travelers.

Popular cities for winter sports on Douyin



Snowboarding
YoY searches
+30.2%



Skiing
YoY searches
+62.3%

Snowboarding Top 3

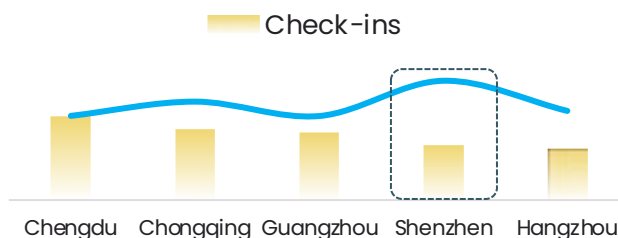
Altay
Zhangjiakou
Jilin

Skiing Top 3

Harbin
Zhangjiakou
Beijing

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Winter 2023 (Nov 2023–Jan 2024)

Popular cities for outdoor sports on Douyin



Outdoor hiking
YoY searches
+453.4%



River tracing
YoY searches
+340.4%

Hiking Top 3

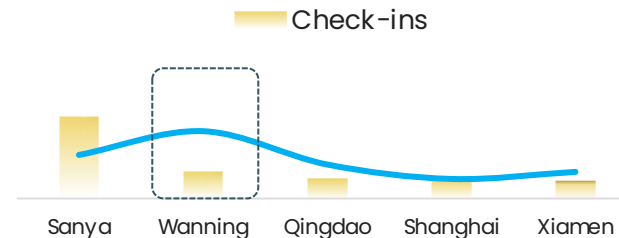
Shenzhen
(Wutong Mountain, Dongchong-Xichong coastline, etc.)
Diqing Tibetan Autonomous Prefecture
(Yubeng scenic spots, etc.)
Chengdu
(Yunhua Mountain in Dujiangyan, etc.)

River tracing Top 3

Changsha
(Daguang Cave in Liuyang, etc.)
Huizhou
(Nankun Mountain, Double Moon Bay, etc.)
Guangzhou
(Bishui Gorge, etc.)

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, throughout the year of 2023

Popular cities for water sports on Douyin



Sailing
YoY searches
+186.16%



Diving
YoY searches
+568.7%

Sailing Top 3

Xiamen
Qingdao
Yantai

Diving Top 3

Sanya
Lingshui
Huizhou

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, Summer 2023 (Jun–Aug 2023)

PART 03

Sportswear trend outlook



Industry experts discuss trends!



Fashion Director of GQ

"As buzzwords and concepts continually evolve, people grow weary of various "-core" trends. Popular trends are always based on current lifestyles and have a strong sense of timeliness, requiring everyone to grasp vocabulary that aligns with the current social environment. Sportswear, as a branch of the entire fashion industry, complements the overall trend of the fashion industry in promoting popular trends. Although sportswear has been popular for a long time, recent shifts suggest a search for greater contrasts, freshness, and diversity."

——Ruiqi Wu

**Secretary General of
the China Fashion &
Color Association**

"The sports apparel industry follows unique rules for color coordination, which should be selected based on the type and function of the sport. For example, yoga attire usually features subdued grayscale tones, aiming to evoke a soothing, relaxing ambiance. On the other hand, boxing attire often incorporates large blocks of vivid colors with high brightness to emphasize the sport's intensity."

——Miao Wang



Trend 1: Sporty commuter style – simplified outfits for comfortable commuting

Trend analysis: Based on keyword searches on Douyin, it's evident that users are increasingly prioritizing practicality in their sporty commuting outfits. They are layering different pieces to create diverse styles, catering to dressing needs for work, exercise, and other occasions. Additionally, clean fit and minimalist street styles inspired by outfits like Athflow and leggings have emerged as new trends. These styles embody a minimalist design, basic color scheme, and well-fitted silhouette to create a simple, comfortable, and high-quality dressing template.

Comfortable loose-fitting outfits



Content popularity of the sporty commuter style on Douyin

+34%

video views

+14%

new videos

+51%

content engagement rate

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#VersatileBlackCoatOutfitsForAWeek	4.87M 🔥	Nov 30, 2023
#MultipurposeWhiteSuitOutfitsForAWeek	4.58M 🔥	Mar 27, 2023
#OutfitsWithAnUrbanCommuterVibe	4.55M 🔥	Oct 23, 2023
#TipsAndTricksForSportyCommutingInSummer	4.07M 🔥	May 17, 2023

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

The best formula = Minimalist design + Clean fit, utilizing versatile pieces to showcase a laid-back vibe in outfits

Key trending categories & directions

Loafers Versatile, insulated, fleece-lined, thickened, height-increasing

Knitted sweater Standard fit, stretchy, clean fit, slimming, soft

Yoga pants Form-fitting, quick-drying, bare sensation

Blazer Sophisticated design, high-end aesthetic, preppy style, for petite individuals

Baseball cap Versatile, fashionable, matte finish, high-quality, makes face appear smaller

Trending styles/designs

City walk

+Over 100x

views

Clean fit

+2,280%

views

Relaxed

+1,614%

views

Casual

+74%

views

Draped

+61%

views

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK



Trend 2: Extroverted dressing style – workout apparel that radiates confidence to the fullest

Trend analysis: With the rising popularity of MBTI on social media, users' exploration of this topic has extended from exploring inner personalities of different types to outward dressing styles, with a surge in views related to "extroverted sporting" content. Extroverted individuals are adept at expressing themselves, which is evident in their bold choice of sports attire and their willingness to showcase their fitness achievements. They prefer closer-fitting cuts and more skin-revealing designs, making them more attracted to leggings and "hot girl" styles.

A fashion show for extroverts that rejects "wardrobe embarrassment"



Content popularity of the extroverted dressing style on Douyin

+64%
video views

+32%
new videos

+55%
content engagement rate

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#AmericanStyleHotGirlOutfits HaveSoMuchPersonality	7.31M 🔥	Mar 2, 2023
#EverydayHotGirlOutfitsThat DontRequireTooMuchEffort	6.82M 🔥	Feb 26, 2023
#SpringSummerAmericanStyle RetroHotGirlOutfitSharing	5.31M 🔥	Mar 3, 2023
#SimpleYetSexyHotGirlOutfits	4.37M 🔥	Apr 27, 2023
#StylishAndCoolBacklessDress	4.14M 🔥	Feb 7, 2023

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Show off your athletic figure with close-fitting materials + bold elements

Key trending categories & directions

Leggings Spring, sports, high-waisted, butt-lifting, Pilates

Shapewear Butt-lifting, tummy tucking, seamless, open-back

Sports bra Shockproof, open-back, fitness, yoga, seamless, invisible

Yoga pants High-waisted, tummy tucking, butt-lifting, slimming

Sports bra One-piece, side breast support, shockproof, anti-sagging

Trending styles/designs

Backless
+306%
views

Waist-revealing
+228%
views

Close-fitting
+164%
views

Tight-fitting
+141%
views

Short style
+114%
views

Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK

One-piece padded sports bra

Stylish clean fit tank top

Reebok

Simple & loose casual sweatpants

High-waisted tight running shorts

Open-back one-piece bra

VFU

Clean fit cooling sun-protective shirt

Cosleaf

Sylphlike Loli

SINSIN

Sports bra

High-waisted butt-lifting yoga pants

Body-sculpting leggings

Body-sculpting & cooling sun-protective shirt

Pleated sports skirt

Seamless sports bra

High-waisted butt-lifting fitness pants

Shock-absorbing rebound running shoes

ASICS

HOTSUIT

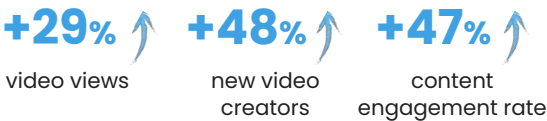
Trend 3: Wild & quirky athletic style – battle-ready attire that merges fashion with loyalty toward one's favorite sports teams

Trend analysis: The blokecore outfit aesthetic has gained popularity on social media due to the influence of luxury fashion and sportswear brands. Emerging styles include fan outfits, vintage retro looks, and jersey suit styles, driving rapid growth in trending product categories such as T-shirts, jeans, and cargo pants.

Champion your favorite sports team while embracing the faith in "pioneering fashion"



Content popularity of fan jerseys on Douyin



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#ManWearingAGuizhouVillageSuperLeague JerseyAppearsAtTheWorkersSportsComplex	7.70M 🔥	Jun 15, 2023
#GiantJerseyAppearsAtWuhan Riverside	6.18M 🔥	Nov 1, 2023
#SecurityGuardsAtTheWorkersSports ComplexWearingArgentinaJerseys	4.45M 🔥	Jun 16, 2023
#FanboyStealsTheSpotlightAtAn NBAGameWithHisJersey	4.37M 🔥	Apr 30, 2023

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

The retro style balances fashionable outfits with fan elements, layering & mixing pieces to showcase a fan's attitude

Key trending categories & directions

- T-shirt** Loose-fitting, faux two-piece, oversized, quick-drying, breathable, moisture-absorbing
- Baseball cap** Retro, American style, versatile, makes face appear smaller, sun-protective
- Cargo pants** Cuffed, loose-fitting, washable, American style, draped, quick-drying
- Jeans** Casual, loose-fitting, draped, slimming, retro
- Mini skirt** Sweet, hot girl, retro, American style, preppy style, hip-hugging

Trending styles/designs



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK



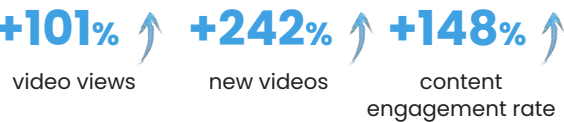
Trend 4: Sporty mood colors – spark emotions through vibrant outdoor attire

Trend analysis: Whether it's the vibrant and lively "dopamine" style in spring and summer or the subdued and restrained "gray shades" of winter, popular color schemes with high recognition and low entry barriers are sparking a trend in the sports and outdoor industry. Users have different color preferences for various types of sports. For instance, vibrant colors are favored for high-intensity activities like boxing, while lowly saturated pinks and grays are preferred for more static activities like yoga.

Color-coordinated outfits make sports more vibrant



Content popularity of sporty mood colors

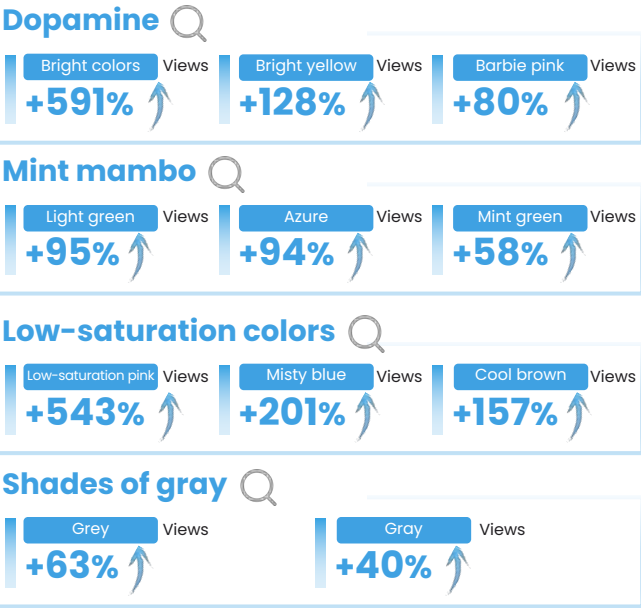


Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#DopamineBoostingOutfitsForVariousCompanyRoles	8.92M 🔥	Jun 23, 2023
#HowCouldEarlySpringOutfitsBeCompleteWithoutShadesOfGray	8.49M 🔥	Jan 17, 2024
#HowVersatileIsAGrayCoat	5.94M 🔥	Nov 21, 2023
#GülnezerBextiyarsMilkyBlueSportswearLook	4.65M 🔥	Sep 7, 2023
#WhatsTheMintMamboTrendThatFollowsTheDopamineTrend	4.37M 🔥	Feb 29, 2024

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Trending styles showcasing sporty mood colors



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022



Outfit LOOK

Sun-protective apparel with a lowly saturated color



MO&Co.

Short cargo skirts



Loose street-style top with gray shades

Gray collared embroidered shirt jacket

JACK & JONES



Lilac short-sleeved compression shirt



Panda

UTO

Front-zip sports bra



MAIA ACTIVE

Taro water-repellent cooling sun-protective shirt



MAIA ACTIVE

Open-back yoga fitness bra



Light blue open-back yoga fitness bra Cream fitness shorts

Sneakers with a dopamine color palette



Starter



Colorful waterproof windbreaker

Peak Performance



Unisex black loose casual shorts



American-style retro gray sweatshirt

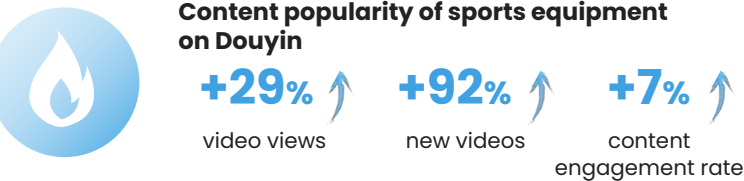
CHUMIAN

Casual sweatpants

Trend 5: Splurging on equipment – having all the gear gets you twice the results with half the effort

Trend analysis: With niche sports entering the mainstream spotlight, users are willing to splurge on professional sports equipment. Sports like skiing and mountaineering attract the most gear enthusiasts, driving discussions and interest in professional equipment such as hiking shoes, trekking poles, and ski wear. There is also a growing demand for increasingly specialized equipment.

Professional sports equipment is breaking barriers & gaining visibility among the public



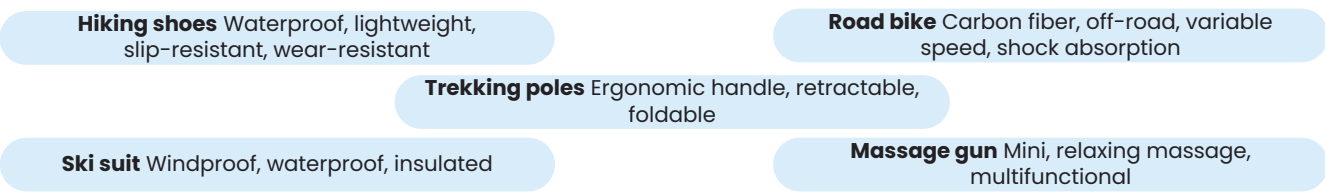
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#RoadBikeEquipmentForBeginners	4.59M 🔥	Sep 3, 2023
#BaijiaoSeaBassFishingCarnival	4.32M 🔥	Nov 13, 2023
#KarryWangsSkiWearPhotoshoot	4.21M 🔥	Nov 26, 2023
#RecommendedSummerCyclingJerseys	4.12M 🔥	Apr 20, 2023
#InnovativeUsesForHuangshanTrekkingPoles	4.00M 🔥	Aug 17, 2023

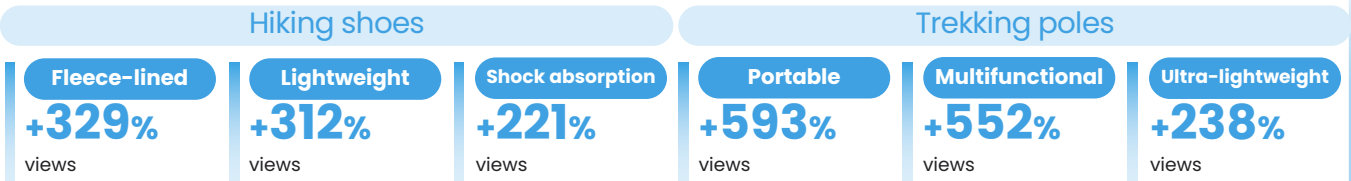
Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Hardcore gear provides comprehensive protection, increasing the popularity of professional sports equipment

Key trending categories & directions



Trending styles/designs Key functional trends of hiking shoes & trekking poles on Douyin



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK

Set of roller skating knee & elbow pads



Decathlon



Dry and wet
sun-protective surfing suit



Burton

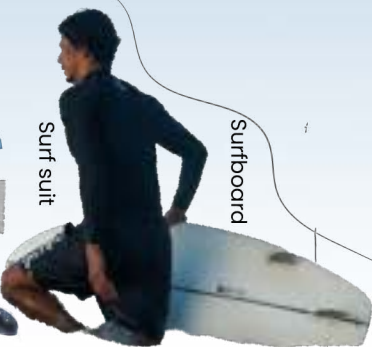
Water-repellent &
breathable ski suit

DESCENTE



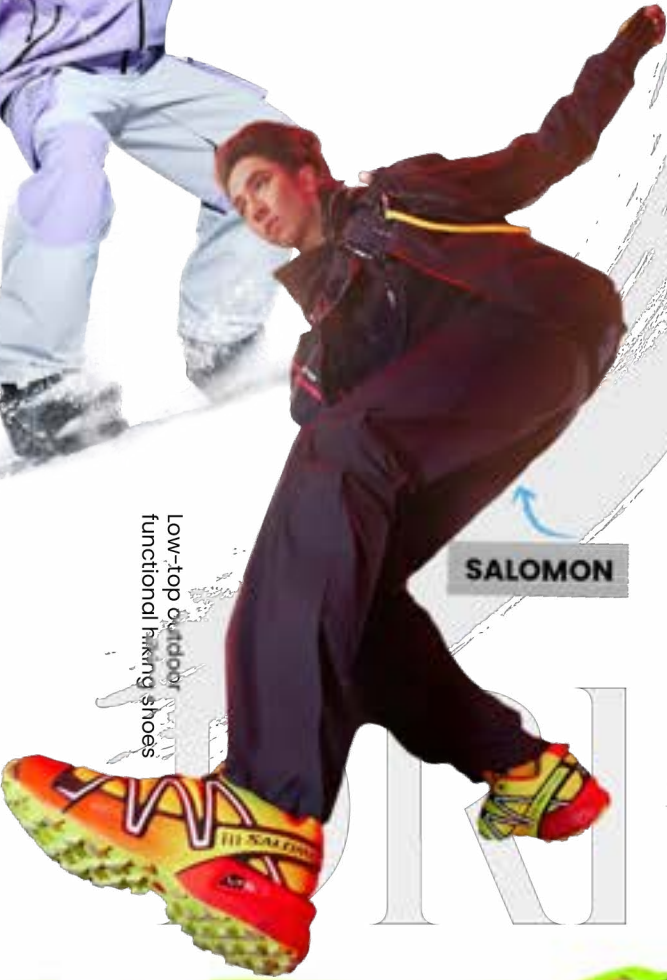
Unisex ski suit

Decathlon



Surf suit

Surfboard



Low-top outdoor
functional hiking shoes

SALOMON



Waterproof & windproof
mountain windbreaker

Columbia

Osprey



Hiking backpack



Decathlon

Windproof 3-in-1
cycling jersey

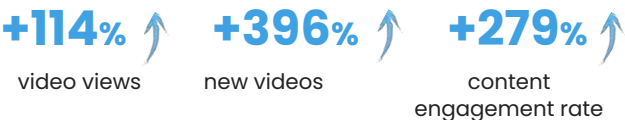
Trend 6: Windbreakers for every occasion – exploring the city or venturing into nature

Trend analysis: Windbreakers, with their outstanding windproof, waterproof, and breathable features, not only excel in outdoor activities but also lead today's fashion trends. Therefore, in addition to the three-in-one design with traditional functions such as waterproofing, windproofing, and insulation, more diverse styles and versatile designs are highly sought after.

Versatile windbreakers continue to surge in popularity



Content popularity of windbreakers on Douyin



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

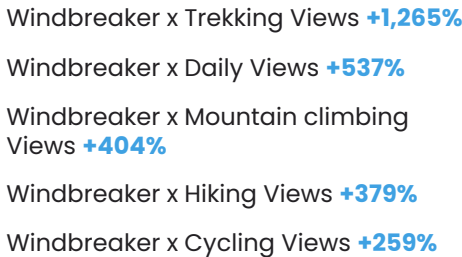
Douyin trending hashtag	Popularity	Date
#StylishAndHeightEnhancingWindbreakerOutfits	4.59M 🔥	Jan 17, 2023
#NoSpringWardrobesCompleteWithoutWindbreakers	4.54M 🔥	Feb 26, 2024
#HowCanYouTravelInEarlyFallWithoutAWindbreaker	4.51M 🔥	Aug 22, 2023
#HowDidWindbreakersBecomeTheTopChoiceForOutfits	4.48M 🔥	Dec 5, 2023
#YoungPeopleHaveBecomeTheMainConsumersOfWindbreakers	4.45M 🔥	Nov 3, 2023

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Windbreakers are transitioning from hardcore outdoor to urban casual wear



Top 5 emerging scenarios for windbreakers on Douyin



Trending styles/designs



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

The versatile design meets various casual settings

Trending directions for windbreakers

- Windbreaker** Hooded pullover zip-up jacket for urban outdoor activities
- Windbreaker** Popular single-layer jacket for spring & fall
- Windbreaker** Simple, versatile & loose-fit everyday jacket with multiple pockets
- Windbreaker** Fall & winter, cycling & mountain climbing, 3-in-1, waterproof & windproof
- Windbreaker** American-style retro hiking & mountain climbing hooded jackets for couples

Outfit LOOK

PELLIOT

Fleece-lined waterproof
& breathable windbreaker

NOTHOMME

3-in-1 mountain-style outdoor jacket

The North Face

Waterproof, breathable & versatile windbreaker

Outdoor windproof & waterproof windbreakers for couples

KOLON SPORT

Outdoor windproof spring windbreaker

KOLON SPORT

TOREAD

Panda

Functional wind-resistant,
waterproof, oil-proof &
stain-proof windbreaker

Mint mamba
Windproof & waterproof
windbreaker for outdoor sports

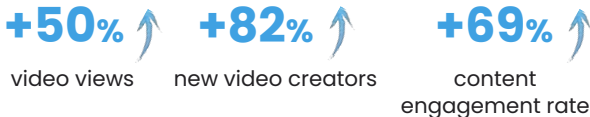
Trend 7: "Versatile" sun protection takes the spotlight – embracing the sun confidently with fashionable sun-protective garments

Trend analysis: Today's sun-protective apparel not only boasts powerful practical features but also satisfies fashion demands in various scenarios such as sports, commuting, and travel through unique designs and diverse styles. Whether it's bold patchwork styles or waist-cinching designs that accentuate one's figure, these garments allow individuals to radiate their unique charms while staying comfortable and protected from the sun. For example, the "wind and wave" sun-protective outfit that has recently gained attention blends lightweight and versatile sun-protective garments with urban functional accessories to integrate outdoor outfits into urban daily life.

Sun protection should be both stylish & hardcore



Content popularity of versatile sun-protective apparel on Douyin



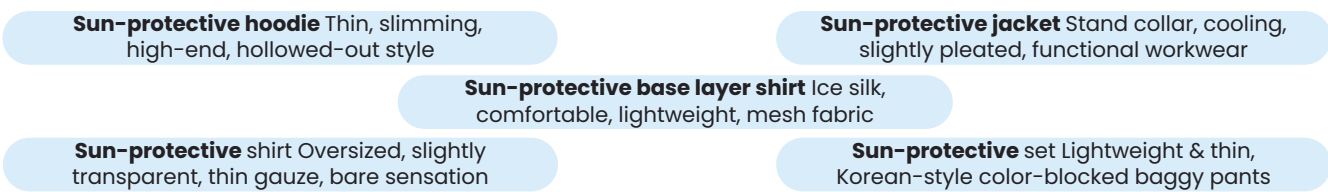
Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#SunProtectionIsAYearRoundNecessity	4.46M	Sep 1, 2023
#WhoDoesntLoveOutfitsThatOfferSunProtectionWhileMakingYouLookSlimmer	4.16M	May 18, 2023
#MensSunProtectiveApparellsSellingWell	4.11M	Jul 2, 2023
#SunProtectiveOutfitsWithSummerShirts	4.10M	Jun 14, 2023
#TrendyCoolAndVersatileSunProtectiveApparel	4.09M	Apr 16, 2023

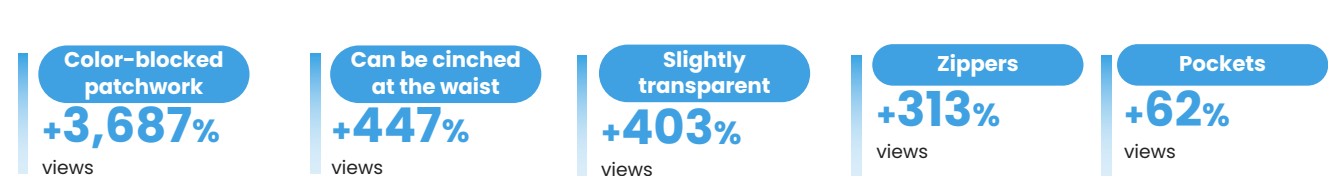
Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

The importance of design elements is highlighted as sun-protective apparel is upgraded from functional garments to fashionable outfits

Key trending categories & directions



Trending styles/designs



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK



Lightweight sun-protective jacket

Li-Ning

ELF SACK

Long-sleeved crew-neck base layer shirt



UNIQLO

Drawstring hooded sun-protective jacket



Clean fit, slimming, stretchy & cooling sun-protective windbreaker

PELLIOT



[Cloud Series] Sun-protective jacket with a dopamine color palette



Columbia

Fishing series sun-protective shirt



Fishing hat



Outdoor water-repellent sun-protective jacket

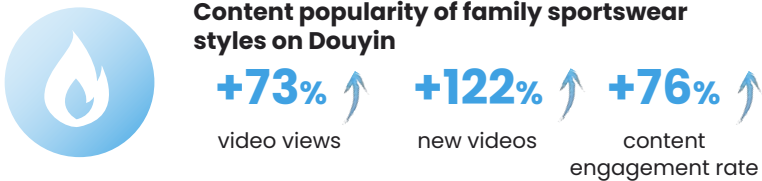
Timberland



Trend 8: Parents and children pair up as "exercise buddies" to share mutual support and dopamine

Trend analysis: Family sports are becoming an increasingly important way for parents to engage in companionship. This trend has also fueled growth in the market for related sports equipment and outdoor gear. Items such as children's cycling apparel and children's hiking shoes are experiencing rapid growth, with parents showing a preference for comfortable, breathable, and stylish children's gear.

The concept of mutual companionship & growth in parenting is gradually emerging

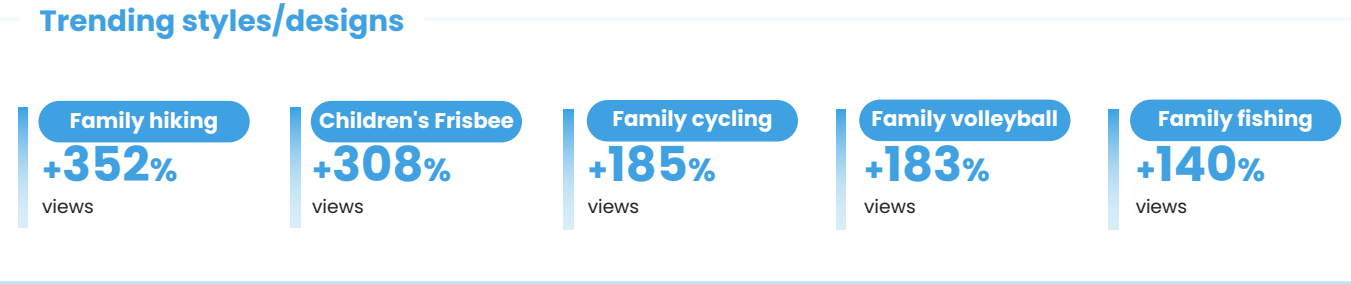
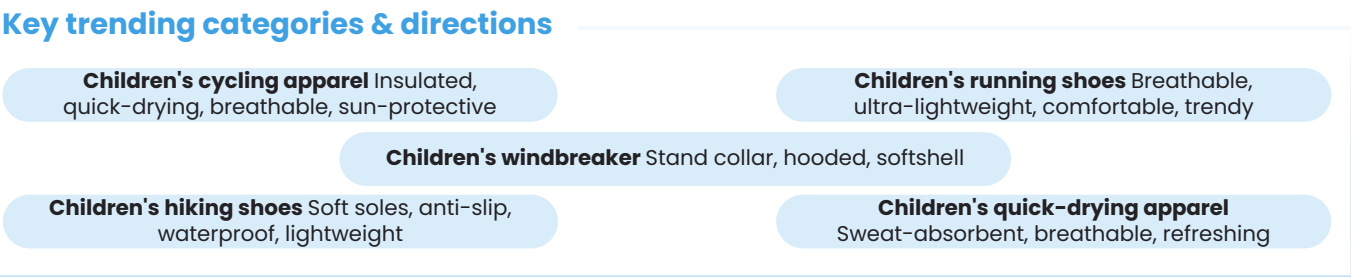


Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Douyin trending hashtag	Popularity	Date
#FishingSkillsNeedToBeCultivatedFromAYoungAge	4.54M 🔥	Nov 26, 2023
#CuteKidHandlesEveryShotWithEaseWhenPlayingBadminton	4.41M 🔥	Oct 25, 2023
#DadMakesHomemadeSkisAndTakesHisDaughterSkiing	4.24M 🔥	Feb 21, 2024
#TheSkateboardingChildLooksQuiteCool	4.11M 🔥	May 12, 2023
#ParentsTakeTheir3KidsOnACyclingTrip	4.00M 🔥	Jul 20, 2023

Data source: The Industry Trending Topics Detection Model (Kindling). The hashtags are based on the industry's trending hashtag pool, and their popularity changes dynamically. The values shown above are values as of February 1, 2024.

Comfortable & stylish, the popularity of outdoor equipment like children's cycling apparel & hiking shoes is on the rise



Data sources: Ocean Insights and the Ocean Insights E-commerce Research Institute, 2023 vs. 2022

Outfit LOOK



PELLIOT

Children's sun-protective apparel

ASICS

Children's hooded sun-protective apparel

TOREAD

Children's windproof, waterproof & fleece-lined windbreaker

Children's roller skating protective gear

Decathlon

Children's cycling helmet

MOBI GARDEN

Children's trekking pole

Retractable trekking pole

Children's bicycle

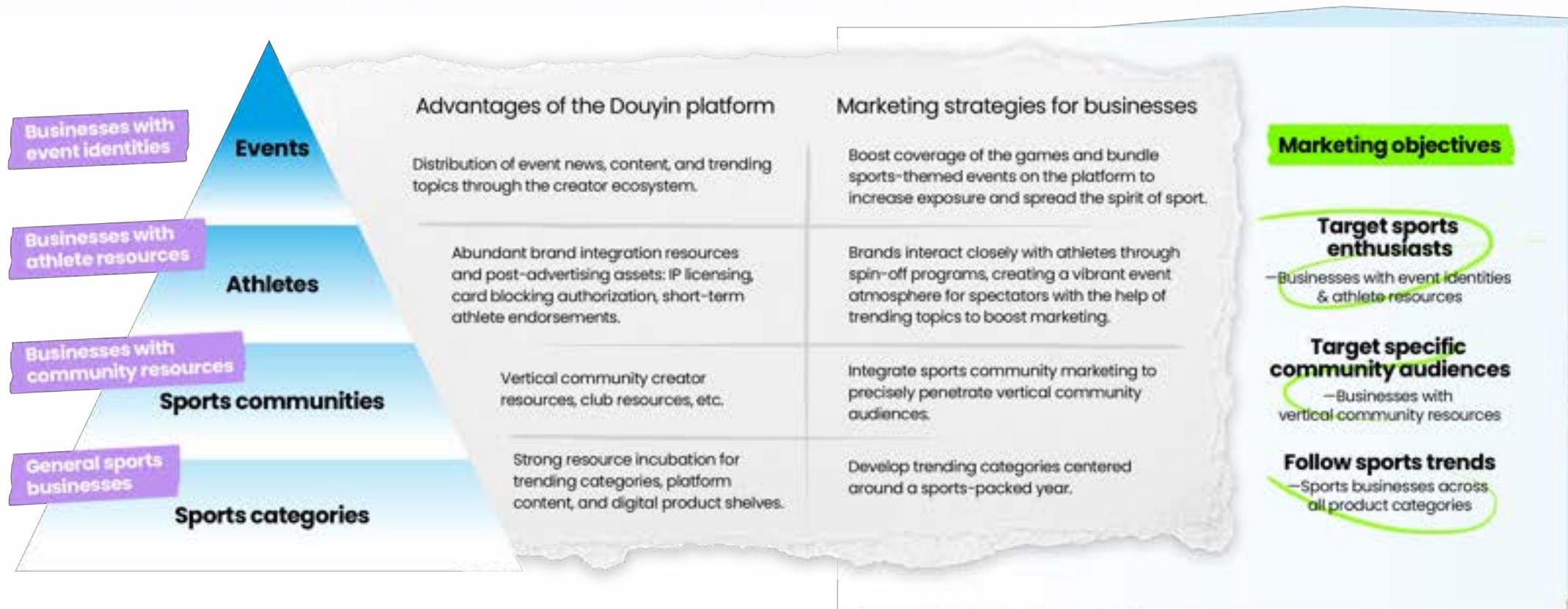
PART 04

Sports marketing campaign strategies

SURFING!!



How can businesses tap into the high number of sporting events and trending topics within sports communities on Douyin in 2024?



Strategy 1: Aggressively capture consumer attention and mindset while leveraging customized IP to drive the success of new products

Applicable brands: Brands with sports events and athlete resources can fully integrate their own marketing resources and platform IPs to maximize marketing effectiveness. At the same time, they can collaborate with the platform to create customized IPs, utilizing support from the platform to help new products penetrate the market and enhance brand image.



The North Face

Successfully generated trending topics that topped the rankings and helped promote new autumn and winter products to a wider audience

Background: The brand promoted its new autumn and winter down jackets. The trending topic it created, "N ways to style down jackets," successfully reached the **top 6 ranking** on **Douyin's trending topics**, with the trending hashtag garnering over **100 million** views and an **862%** increase in 5A audience size.

Approach:



Step 1 Identify a trending topic

Through industry analysis and content insights, trending topics are discovered, and hashtags are co-created based on platform trends.



Step 2 Connect & generate buzz from trending topics

Creator strategy: Collaborated with over 30 vertical influencers and 70 original content creators to climb the rankings, establishing a diverse matrix of creators across multiple genres, including fashion and candid content. The content strategy involves incorporating trending topics in the industry to facilitate contextual communication and supporting high-quality content that aligns with brand videos.



Bmai

Created an online running event utilizing integrated marketing, featuring explosive hashtags that penetrated all running categories

Background: Emerging brand Bmai promoted its new running shoes for the New Year by creating the trending topic "Super-Exciting City Run." This resulted in a **six-rank increase in customer penetration**, propelling the new product **to the top of the brand's bestseller list on Douyin Mall**.

Approach:



Trigger a trending topic

Capitalizing on the trending "city run" topic, the brand created the hashtag #TheRealExcitingCityRunsWearingJingta nFly, sparking nationwide participation in the New Year's running event through the "Bmai Running Festival."



Matrix results

The brand has boosted the conversion rates of matrix accounts by actively deploying mid-level creator livestreams, resulting in a 54% GMV contribution from creator livestreams during the event period (44% from mid-level creators and 10% from low-level creators).



Strategy 2: Precisely penetrate target communities and leverage community IPs to achieve trend marketing for brands

Applicable brands: Brands with vertical community and membership resources can collaborate with sports community scenario IPs on the platform to achieve trend-based community scenario marketing.

Case sharing



Strategy 3: Drive traffic from hot trends and utilize hot products to quickly capitalize on popular trends

Applicable brands: Brands seeking to jump on trends related to sports events or trending categories can leverage the platform's trending products and related capabilities.



Adidas:

The brand rapidly responded to event trends with support from Douyin's cross-platform list of trending topics, resulting in boosted brand reputation and audience growth.

Background: During the Asian Games, Adidas-sponsored athletes, including members of the Chinese women's volleyball team, heptathlon athlete Nina Schultz, and track and field athlete Zhenye Xie, garnered significant attention as they wore Adidas gear on the podium. In this instance, Adidas capitalized on the event's signals to conduct trend marketing, capturing and sustaining trending topics of the tournament, resulting in a **210%** surge in daily audience size and a **54%** increase in brand NPS.

Douyin trending searches

Douyin trending topics during core time slots
8:00 AM-11:59 AM

Search Brand Zone – Trending topics

Brand customized hashtag page

Toutiao trending searches

Douyin trending topics

Takeover

Trending news

Toutiao Extra

Results

Brand image

Overall NPS
54%

Audience

Growth in audience size
210%
5A audience increased
17%
Users who made active searches
42%

Building a full conversion path for sports event trend marketing: From discovering trending topics to capitalizing on them



Sports trend accelerator

"Moments" on Douyin

Closely following the progress of sports events and trending topics, precisely reaching massive audiences through multiple platforms

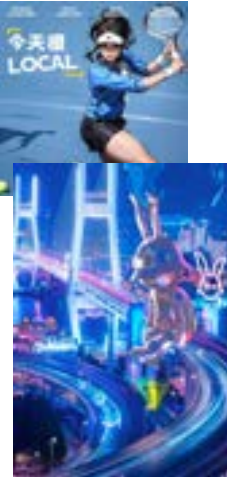
Scrolling - Recommendations



Searching - Trending topics



Playing - Trends



"Heroes" on Douyin

Recreating sports heroes in 17 days, evoking deep emotional resonance with innovative products

Answering questions



Likes



Shares



"Trends" on Douyin

Fun and interactive reward giveaways to foster in-depth interactions between users and brands

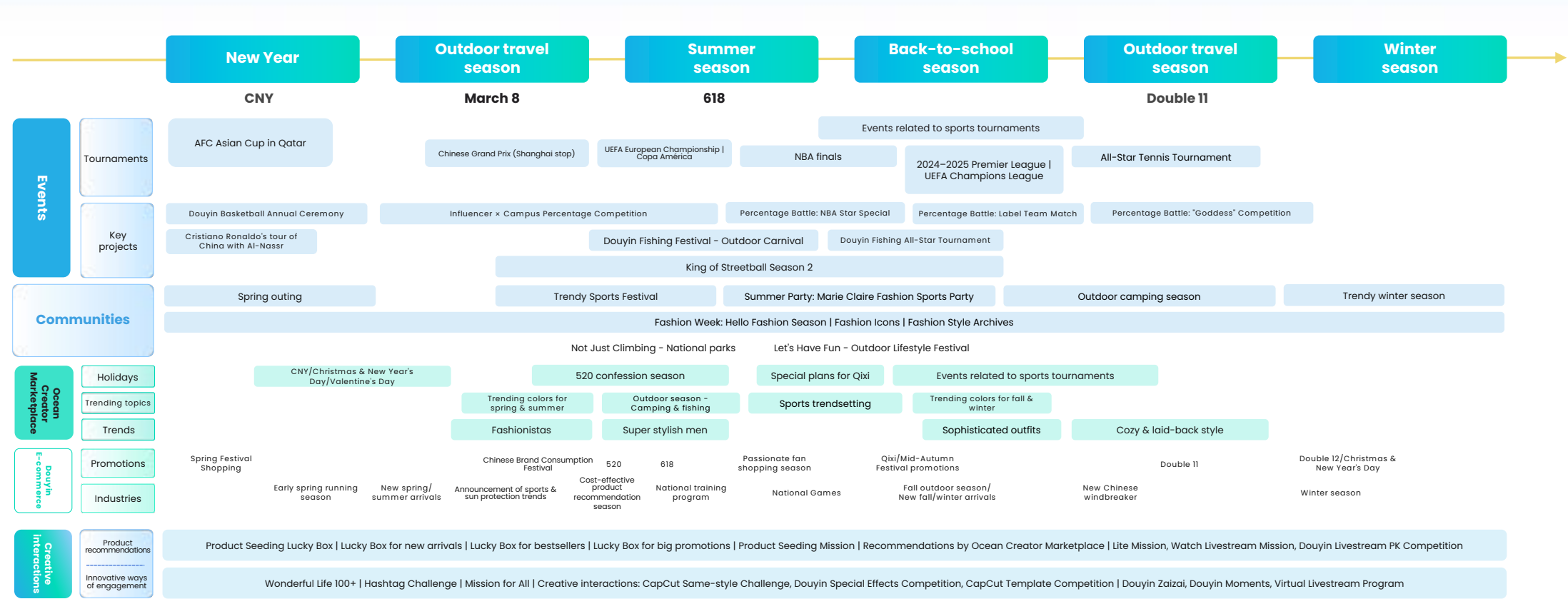
Mission for All - Wall of wishes



Douyin Mall - Red envelope rain



2024 Ocean Engine sports industry investment map



Note: The IP marketing calendar is for reference only; actual dates may vary.

About the data

Data sources: Content views, comments, likes, and other data are sourced from internal data platforms. Some text, images, and data are sourced from publicly available information, and the copyright belongs to the original authors. Please note that the data has not been validated.

Data period: Jan 2022–Dec 2023. The YoY comparison is between Jan 2023–Dec 2023 and Jan 2022–Dec 2022 (unless otherwise specified).

Audience description: The users analyzed in the report are all adults over 18 years old. To safeguard consumer privacy and business confidentiality, the data used in this report has been desensitized.

Statement

This report was jointly produced by Ocean Engine, Ocean Insights, Douyin E-commerce, and CBNData.

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If you have any questions about the content of this report, please contact us at eresearch@bytedance.com.

Ocean Insights, a brand under Ocean Engine, provides insights into content consumption and content trends. Leveraging content consumption platforms such as Toutiao, Douyin, and Xigua Video, as well as data and advanced technologies from Ocean Engine, Ocean Insights provides leading, strictly objective, and well-thought-out information on content trends, industry research, and advertising strategies. It also makes extracting insights from data easier for companies, marketers, and creators by making data analysis tools, including Ocean Insights Indexes and Ocean Insights Rankings, publicly available.

Ocean Engine is a comprehensive digital marketing service platform under the Douyin Group. The Consumer Goods Business Center primarily serves businesses in five major industries: beauty and personal care, apparel and accessories, cosmetics, maternity and baby products, food and beverages, and consumer electronics. It brings together rich resources such as marketing insights, commercial products, and marketing ecosystems, and it is committed to enabling businesses and individuals, regardless of size and location, to stimulate creativity, drive business, and achieve sustainable business growth through digital technology.

CBNData is a research institution and media-oriented think tank under the Shanghai Media Group (SMG) and the China Business Network (CBN). Focusing on the consumer industry, it aims to gain insights into forward-looking trends, identify emerging industry sectors, and assist in the sustainable growth of brand influence and the enhancement of decision-making efficiency in businesses. Leveraging a diverse cross-disciplinary database, CBNData focuses on three main research directions: new consumption, new communities, and new methodologies. It provides brands and businesses with products and services, including industry research, data accumulation, information aggregation, marketing communication, and commercial public relations. It also offers multidimensional support to build, propagate, and break through barriers to brand influence.



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