Online sports apps growing in popularity

Fitness platforms tracking progress, giving instruction attract increasing number of users

BY ZHENGYAN

China Daily

Jin Chi, a 28-year-old white-collar worker in Beijing, wakes up every morning at 6 a.m. and he uses an app that shows track of his route and step count and counts time for 45 minutes, a habit he has kept up for the past five years.

In the evening, Jin uses his smartphone app that instructs him in his exercise program. “Keep fit for one hour, seven days a week,” he said. “I can’t live without the app now.”

After using mobile fitness apps, I seldom go to the gym. Mobile apps for sports are more flexible,” he said. “I can use apps to do sports anywhere, even training or a yoga class wherever you are and according to your time.”

Jin is just one example of how people are becoming increasingly relying on online products and services to support their sporting activities.

A report from Beijing-based market research consultancy Analysys shows that by the end of this year, the number of active users on third-party sports platforms had reached 66.84 million in China, up from 43.27 million in 2019.

The growth is predicted to continue; during the first half of 2020, the number of users increased by 28 million, according to data.

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Zunyi boosts tourism through games

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City dwellers no longer need to search for a place to exercise, as the nation’s sports industry has been promoting urban planning to evolve into a fitness-oriented growing demand for fitness and exercise spaces.

Channel Five Sports Space, a comprehensive public sports venue, holds a promotional event this summer, expanding online and offline spaces to meet demand.

1. Cities offer more exercise spaces to meet demand

2. After using mobile fitness apps, I seldom go to the gym. Mobile apps for sports are more flexible.

3. The integration of sports and tourism has been growing in popularity.

4. The nation’s public sports sector is no longer an obstacle for the development of the industry, especially the online and offline facilities, according to the National Public Sports Industry Research Institute.

5. The sports industry will play an increasingly significant role in promoting consumption, benefiting the public and stabilizing economic growth,” said Chen. In 2020, the General Administration of Sport noted a guideline saying there will be 20 percent growth in the number of sports-related establishments, and the whole industry is expected to employ 4.4 million workers this year, according to the official.

6. In addition, with technological advancement, virtual reality and augmented reality, China is expected to become one of the leaders in the industry, with many more than 100 million users this year, according to the official.

7. The sports industry should attract 1 trillion yuan in 2030, the Sports Space strategy, called Healthy China 2030, plans to open more Sports Spaces in other cities, including Shenzhen, Xi’an in Shaanxi province. This final goal would enable more than 1,000 such spaces across more than 50 cities in China.

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