



PHILIPPINE
**SPORT
SHOW**
2026

THE PREMIER SPORTS
TRADE EXPO IN THE PHILIPPINES



5000+
PROFESSIONAL
BUYERS



200+
EXHIBITORS



ENDLESS
BUSINESS
OPPORTUNITIES



OCTOBER 8-10, 2026



SMX CONVENTION CENTER MANILA



sportshow.com.ph

WHY PHILIPPINES?

A FAST GROWING SPORTS MARKET

The Philippines is a high-potential market with strong import dependence and rising consumer demand across multiple sports categories.



\$12B+

SPORTS MARKET SIZE
(2024)



6-8%

CAGR
(2024-2030)

— FOUR BOOMING SPORTS SEGMENTS —



BASKETBALL

THE LARGEST MARKET

- 70%+ participation rate
- National sport of the country
NBA & PBA-driven
- Continuous demand
- Shoes, apparel, equipment,
court facilities



FITNESS

THE FASTEST GROWING

- Fitness culture is booming
- 40%+ growth in gyms
in Metro Manila (3 yrs)
- Home fitness, smart wearables
& supplements on the rise



PICKLEBALL

EMERGING OPPORTUNITY

- Rapidly growing in communities
and clubs
- Courts construction & equipment
demand increasing
- Best window to enter



WATER SPORTS

SCENIC ADVANTAGE

- 7,000+ islands – unique
natural resources
- Diving, surfing, sailing, water
parks drive equipment and
safety products demand

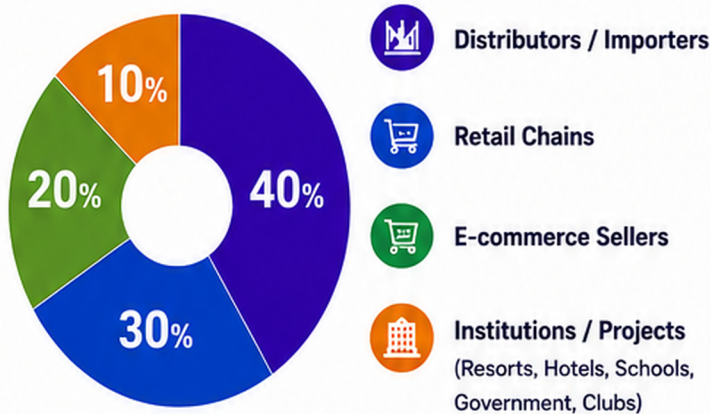


A MULTI-DEMAND MARKET WITH HIGH IMPORT DEPENDENCE

WHO WILL YOU MEET?

5000+ PROFESSIONAL BUYERS
ACROSS MULTIPLE CHANNELS

BUYER PROFILE BREAKDOWN



BUYERS ARE:



Experienced in sourcing from overseas markets



Capable of continuous orders



Open to long-term partnerships

YOU WILL SEE
A WIDE RANGE OF EXHIBITORS
ACROSS 5 MAJOR CATEGORIES



FITNESS & TRAINING

Gym equipment, strength training, functional fitness, smart fitness, wellness products



BALL SPORTS

Basketball, volleyball, football, badminton, tennis, pickleball, accessories & gear



WATER SPORTS

Diving, surfing, sailing, paddle sports, water safety, marine accessories



SPORTS FACILITIES & SOLUTIONS

Sports flooring, venues, court equipment, facility management, technology & innovation



SPORTS FASHION & LIFESTYLE

Athleisure wear, sportswear, footwear, bags, eyewear, lifestyle accessories



WHY MEET THESE BUYERS?



QUALIFIED BUYERS

Pre-verified professionals actively sourcing sports products



SERIOUS PURCHASERS

Multiple channels representing real demand and business opportunities



BUSINESS GROWTH

Expand your market reach and build profitable long-term relationships



EFFICIENT & EFFECTIVE

Meet the right buyers in one place and shorten your sales cycle



STRONG POTENTIAL

High intent buyers ready to place orders and build partnerships



REAL BUYERS • REAL ORDERS • REAL OPPORTUNITIES

Connect. Engage. Grow Your Business.

WHY ATTEND PSS?

Your Gateway to Growth in the Global Sports Industry

Philippine Sport Show (PSS) is where the global sports industry connects, collaborates, and grows.

Join thousands of professionals to discover opportunities, build partnerships, and stay ahead in a dynamic market.



PHILIPPINE
**SPORT
SHOW**

8 POWERFUL REASONS TO ATTEND



1 MEET QUALIFIED BUYERS

Connect with thousands of verified buyers, distributors, retailers, clubs, institutions and e-commerce players actively seeking new products and partners.



2 ACCESS MULTIPLE MARKETS

Reach buyers from across Asia, the Middle East, Europe, Oceania and beyond — all in one place.



3 CAPITALIZE ON A GROWING INDUSTRY

Tap into the fast-growing sports economy driven by rising participation, health awareness, and government investment worldwide.



4 EXPLORE DIVERSE OPPORTUNITIES

Discover a wide range of products, services and solutions across all major sports sectors in one comprehensive platform.



5 BUILD VALUABLE PARTNERSHIPS

Strengthen relationships with industry leaders, suppliers and decision-makers to create long-term business value.



6 DISCOVER INNOVATIONS & TRENDS

Explore the latest products, technologies and trends shaping the future of sports.



7 LEARN & ENGAGE

Gain insights from industry experts through conferences, forums, and live demonstrations.



8 SAVE TIME. MAXIMIZE RESULTS.

Meet the right people, compare solutions and make informed decisions in a highly efficient environment.

BE PART OF THE REGION'S PREMIER SPORTS TRADE DESTINATION
CONNECT. DISCOVER. GROW.



OCTOBER 8–10, 2026



SMX Convention Center Manila, Philippines



sportshow.com.ph



SCAN TO
REGISTER
YOUR VISIT!