

All for Victory – All for Fans

Sports Team & Athlete Business Expo

— Japan Sports Week —

日本國際運動週

Dates

April 15 (Wed) - 17 (Fri), 2026

Organised by

RX Japan Ltd.

Venue

Tokyo Big Sight, Japan

Special supporter

Japan Top League Alliance

展會介紹

主辦方為日本最大的商展公司 RX Japan Ltd., 也是全球最大的展覽集團成員之一, 此集團也是全球最指標性健身展 – FIBO 的主辦方。日本東京國際運動週是日本運動產業相關的唯一 B2B 展覽, 2026 將是第 9 屆; 2025 來場買主數為 8,912, 吸引 146 家參展公司前來找尋國外商機! 此外, 也將展出最新應用 AI, VR 及 IT 技術的產品, 千萬不可錯過! 此綜合性展覽會由四個專業展區構成, 專為運動隊和運動員量身定制。日本全國各地的運動隊和運動員紛紛彙聚於此, 尋找能夠引領他們走向“勝利”與“盈利”的產品和服務, 進行商務洽談。買主包括: 運動隊、健身房、賽事主辦機構、協會、運動場館、學校、旅館、建商、俱樂部等、經銷商、零售商、代理商等。



展商及買主介紹

展出產品範圍

- 運動/運動員表現技術
- 體育場館/競技場館設備
- 吸引客戶和體育迷的產品/服務
- 促銷品
- 訓練/健身設備
- 復健/醫療設備
- 補給品、蛋白質飲料
- 高科技服裝、鞋

買主

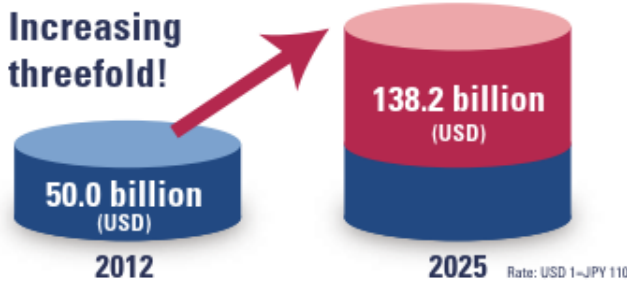
- 職業和非職業運動隊
- 體育組織公司、大學運動隊
- 職業運動員
- 體育場、體育館、運動場
- 健身房、健身中心、健身俱樂部
- 訓練設施
- 酒店、公寓、辦公室
- 行業經銷商、代理商

市場介紹

多數日本成年人每週至少運動一次，且日本長照相關照護機構多有設置相應醫療復健健身器材等設施。日本進口健身用品方面，台灣為日本第二大進口國，發展相關產業具有潛在優勢。2023 年日本健康和健身俱樂部市場規模為 24.8 億美元，預計將從 2024 年的 26.5 億美元增長到 2032 年的 51.4 億美元，預測期內複合年增長率為 8.62%。

Japanese Government Plans to Triple Market Size by 2025!

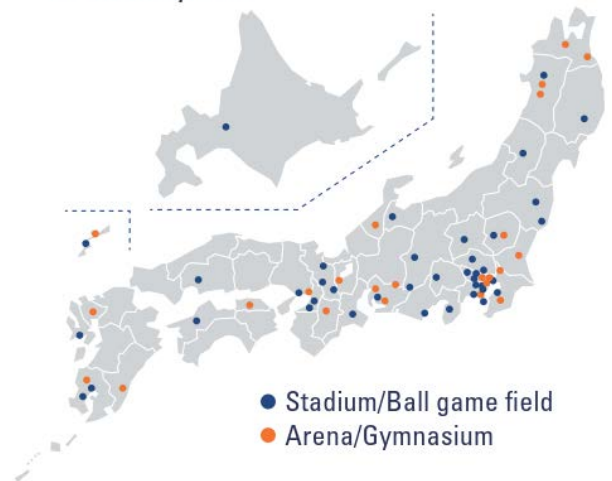
Japan Sports Agency (JSA) is now aiming to expand Japanese sports market from 50.0 billion to 138.2 billion USD by 2025!



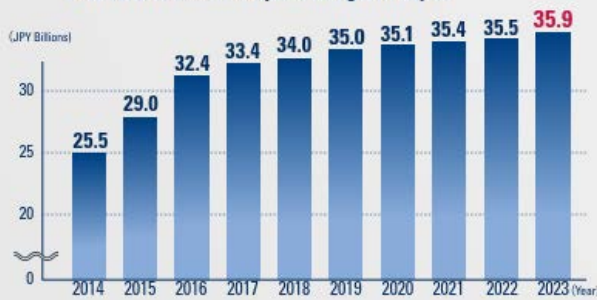
日本政府計畫到 2025 年將市場規模擴大三倍，從 2012 年至 2025 年止，日本運動產業規模將從 500 億美金成長接近 3 倍，為 1382 億美金（近 4 兆台幣）。

近年來，日本建造了許多體育場館，目前仍在規劃總共 97 個設施的建設和重建事項。（55 個競技場/體育館，42 個體育場/球類運動場）。

► New construction/reconstruction concept for Stadium/Arena



► Growth of National Sports Budget in Japan



Source: MEXT, Japan Sports Agency

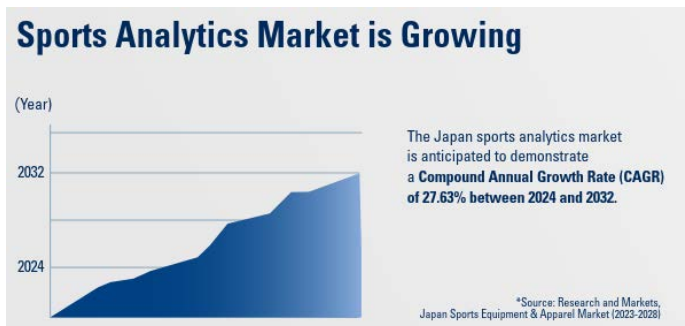
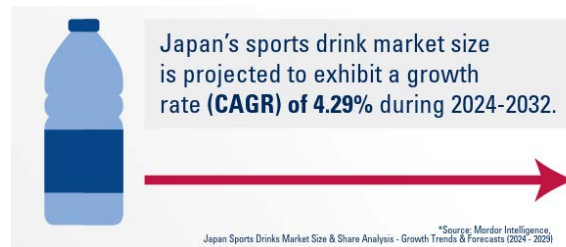
2023 年，日本國家體育預算達到 359 億日元。日本國家體育預算每年都在增加，意味著體育事業是日本的一項國家承諾。



運動器材與服飾市場持續成長

2023 年，日本的運動器材與服飾市場規模為 183.2 億美元，預計到 2028 年將成長至 266.8 億美元，展現出每年平均 7.81% 的穩定成長率 (CAGR)。

日本的運動飲料市場預計在 2024 至 2032 年間，將以年均複合成長率 (CAGR) 4.29% 的速度持續成長。



日本運動數據分析市場正以極高速度成長。2024-2032 年 CAGR 高達 27.63%，顯示數位化與智能運動管理需求強勁。主因：

- 可穿戴裝置、攝影機及感測器的普及，使運動賽事中可取得的數據量大為增加。
- 運動表現最佳化的重要性日益提升。
- 粉絲互動增加，以及對即時統計、預測性分析與互動式體驗的需求上升。

專業展區

日本東京體育迷參與和行銷展 (Fan Engagement & Marketing EXPO)

- 吸引客戶和體育迷的產品/服務
- 促銷品
- 針對運動隊和運動員的行銷服務
- 票務服務
- 體育迷俱樂部管理服務
- 體育賽事觀看技術

日本東京運動員表現展 (Athlete Performance EXPO)

- 訓練/健身設備
- 康復/調理設備
- 康復/調理表現提升用品
- 運動/運動員表現技術
- 可穿戴式裝置



- 女性科技

日本東京運動隊管理支持展 (Team Management Support EXPO)

- 管理支援
- 錦標賽/訓練營
- 活動策劃/運營服務
- 舞臺、空間設計
- 贊助商獲取支持
- 人員配置、安保
- 運動員的第二職業支援

日本東京體育場館展 (Stadium & Arena EXPO)

- 視頻/照明設備/音訊設備/轉播/拍攝設備
- 體育設施設備
- 草坪、人造草坪、仿真人造草皮
- 安全/感染預防
- 體育場館/競技場館設備



支持單位



Japan Top League Alliance (Special supporter)



Nippon Professional Baseball Organization



Japan Professional Football League



Japan Professional Basketball League



Japan Women's Empowerment Professional Football League



Women's Japan Basketball League



Japan Volleyball League Organization



JAPAN RUGBY LEAGUE ONE



Japan American Football League Xcellence (X League)



Japan Women's Softball League Organization



Hockey Japan League Organization



Japan Futsal Federation



Japan Handball League Organization



T.LEAGUE



Japan Sport Association (JSPO)



Japan Association for University Athletics and Sport



Japanese Association of University Physical Education and Sports



Japanese Sports Analyst Association (JSA)



NESTA JAPAN



NIPPON CONDITIONING ASSOCIATION



Japan Sport Tourism Alliance

► Sports Teams

BASEBALL <ul style="list-style-type: none"> • CHIBA LOTTE MARINES • CHUNICHI DRAGONS • FUKUOKA SOFTBANK HAWKS • HANSHIN TIGERS BASEBALL CLUB • HIROSHIMA TOYO CARP • HOKKAIDO NIPPON-HAM FIGHTERS • KANAGAWA FUTURE DREAMS • ORIX BUFFALOES • SAITAMA SEIBU LIONS • TOHOKU RAKUTEN GOLDEN EAGLES • TOKYO YAKULT SWALLOWS • YOKOHAMA DENA BAYSTARS • YOMIURI GIANTS 	<ul style="list-style-type: none"> • CHIBA JETS FUNABASHI • GUNMA CRANE THUNDERS • KAWASAKI BRAVE THUNDERS • KUMAMOTO VOLTERS • LEVANGA HOKKAIDO • NIIGATA ALBIREX BB • OSAKA EVESSA • RYUKYU GOLDEN KINGS • SENDAI 89ERS • SUNROCKERS SHIBUYA • TOYAMA GROUSES • TOYOTA ALVARK TOKYO • UTSUNOMIYA BREX • YOKOHAMA B-CORSAIRS 	SOCCER (J.LEAGUE) <ul style="list-style-type: none"> • ALBIREX NIIGATA • CEREZO OSAKA • F.C.TOKYO • FRONTALE KAWASAKI • GAMBA OSAKA • GIRAVANZ KITAKYUSHU • JEF UNITED ICHIHARA CHIBA • JUBILO IWATA • KASHIMA ANTLERS FC • MATSUMOTO YAMAGA FC • MONTEGIO YAMAGATA • NAGOYA GRAMPUS EIGHT • OITA TRINITA • RAKUTEN VISSSEL KOBE • RENOFU YAMAGUCHI FC 	<ul style="list-style-type: none"> • SANFRECCIE HIROSHIMA • SHIMIZU S-PULSE • SHONAN BELLMARE • TOKYO VERDY • URAWA RED DIAMONDS • VANRAURE HACHINOHE • VENTFORET YAMANASHI SPORTS CLUB • ZWEIGEN KANAZAWA 	<ul style="list-style-type: none"> • KINTETSU LINERS • KUBOTA SPEARS • LIXIL DEERS • NTT COMMUNICATIONS RUGBY FOOTBALL CLUB • OBIC SEAGULLS • PANASONIC WILDKNIGHTS • RICOH BLACKRAMS • TOSHIBA BRAVE LUPUS • TOYOTA VERBLITZ • YAMAHA JUBILO RUGBY FOOTBALL CLUB 	<ul style="list-style-type: none"> • BICCAMERA WOMEN'S SOFTBALL TAKASAKI • DENSO AIRY BEES • HIRAKIN MEN'S SOFTBALL CLUB • HISAMITSU SPRINGS • HITACHI HIGH-TECHNOLOGIES COUGARS • KUROBE AQUA FAIRIES • NEC RED ROCKETS • OSAKI OSOL • PANASONIC PANTHERS • RYUKYU CORAZON • SUNTORY SUNBIRDS • TOYOTA AUTO BODY QUEENSEIS • VICTORINA HIMEJI
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► Facilities

<ul style="list-style-type: none"> • HIGASHI OSAKA STADIUM • KASUKABE CITY GYMNASIUM • KOMAZAWA OLYMPIC PARK GENERAL SPORTS GROUND 	<ul style="list-style-type: none"> • MATSUMOTO BASEBALL STADIUM • MEIJIJINGU GAIEI • NAGOYA DOME 	<ul style="list-style-type: none"> • NEW NATIONAL STADIUM • INSTALLATION HEADQUARTERS • OKINAWA ARENA • REGIONAL CREATION NAGASAKI 	<ul style="list-style-type: none"> • SAITAMA SUPER ARENA • SAPPORO DOME • TOKYO DOME • TOKYO INTERNATIONAL FORUM 	<ul style="list-style-type: none"> • TOKYO STADIUM • TOYOTA STADIUM CORPORATION • URAWA KOMABA GYM • YOKOHAMA ARENA
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► Sports Event Organisers/Associations

<ul style="list-style-type: none"> • ALL JAPAN KENDO FEDERATION • JAPAN BLIND SOCCER ASSOCIATION • JAPAN CANOE FEDERATION • JAPAN CYCLING FEDERATION • JAPAN FEDERATION OF BEACH TENNIS • JAPAN FOOTBALL ASSOCIATION • JAPAN FUTSAL FEDERATION 	<ul style="list-style-type: none"> • JAPAN GOLF TOUR • JAPAN HANDBALL ASSOCIATION • JAPAN ICE HOCKEY FEDERATION • JAPAN KARATEDO FEDERATION • JAPAN LACROSSE ASSOCIATION • JAPAN PRO SURFING ASSOCIATION • JAPAN PROFESSIONAL FOOTBALL LEAGUE 	<ul style="list-style-type: none"> • JAPAN RUGBY FOOTBALL UNION • JAPAN SKATEBOARDING FEDERATION • JAPAN SOCIETY AMERICAN FOOTBALL ASSOCIATION • JAPAN SOCIETY BASKETBALL FEDERATION • JAPAN SOFTBALL ASSOCIATION 	<ul style="list-style-type: none"> • JAPAN SPORT ASSOCIATION • JAPAN SWIMMING FEDERATION • JAPAN TOP LEAGUE ALLIANCE • JAPAN TRIATHLON UNION • JAPAN VOLLEYBALL ASSOCIATION • JAPAN WHEELCHAIR RUGBY FEDERATION 	<ul style="list-style-type: none"> • JAPAN WOMEN'S BASEBALL LEAGUE • JAPAN WRESTLING FEDERATION • JAPANESE ASSOCIATION OF UNIVERSITY PHYSICAL EDUCATION AND SPORTS • JAPANESE FENCING FEDERATION • MODERN PENTATHLON ASSOCIATION OF JAPAN 	<ul style="list-style-type: none"> • NIPPON PROFESSIONAL BASEBALL ORGANIZATION • RUGBY WORLD CUP 2019 EXECUTIVE COMMITTEE • THE LADIES PROFESSIONAL GOLFERS' ASSOCIATION OF JAPAN • THE PROFESSIONAL GOLFERS' ASSOCIATION OF JAPAN
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► Universities, High Schools

<ul style="list-style-type: none"> • CHUO UNIVERSITY • HOSEI UNIVERSITY • KEIO UNIVERSITY 	<ul style="list-style-type: none"> • KEISHIN HIGH SCHOOL • MEIJI UNIVERSITY • NIHON UNIV. BUZAN JUNIOR & SENIOR HIGH SCHOOL 	<ul style="list-style-type: none"> • NIHON UNIVERSITY • NIPPON SPORT SCIENCE UNIVERSITY 	<ul style="list-style-type: none"> • RITSUMEIKAN UNIVERSITY • SHIMOKITAZAWA SEITOKU SENIOR HIGH SCHOOL 	<ul style="list-style-type: none"> • TEIKYO UNIVERSITY • TOKAI UNIVERSITY • TOYO UNIVERSITY 	<ul style="list-style-type: none"> • UNIVERSITY OF TSUKUBA • WASEDA UNIVERSITY
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► Gyms, Fitness Centers, Health Clubs

<ul style="list-style-type: none"> • ANYTIME FITNESS • BLUE MARINE SPORTS CLUB • CENTRAL SPORTS • CURVES JAPAN 	<ul style="list-style-type: none"> • DUNLOP SPORTS WELLNESS • GYM COSMOS • JR EAST SPORTS (JEXAR FITNESS CLUB) 	<ul style="list-style-type: none"> • KONAMI SPORTS • LIFE PERFORMANCE • NOMURA REAL ESTATE LIFE & SPORTS (MEGALOS) 	<ul style="list-style-type: none"> • OG SPORTS (COSPA) • POWER WELLNESS JAPAN • RENAISSANCE • RIZAP 	<ul style="list-style-type: none"> • SMARTFITNESS • SPORTS CLUB NAS • SUMITOMOFUDOSAN ESFORTA • THE BIG SPORTS 	<ul style="list-style-type: none"> • THINK FITNESS (GOLD'S GYM) • TIPNESS • TOKYO ATHLETIC CLUB 	<ul style="list-style-type: none"> • TOKYO DOME SPORTS • TOKYU SPORTS OASIS • WELLNESS FRONTIER
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► Hotels, Apartments, Offices

Apartments, Offices <ul style="list-style-type: none"> • DAIKYO • DAIWA HOUSE INDUSTRY • HASEKO • MITSUI FUDOSAN 	<ul style="list-style-type: none"> • NOMURA REAL ESTATE HOLDINGS • SUMITOMO REAL ESTATE • TOKYO TATEMONO • TOKYU LAND 	Hotels <ul style="list-style-type: none"> • FUJITA KANKO • HANKYU HANSHIN HOTELS • HILTON TOKYO • HYATT REGENCY NAHA OKINAWA 	<ul style="list-style-type: none"> • IMPERIAL HOTEL • JR TOKAI HOTELS • NEW OTANI HOTEL • PRINCE HOTELS • THE PRINCE PARK TOWER TOKYO 	<ul style="list-style-type: none"> • TOKYO MARRIOTT HOTEL • YOKOHAMA BAY SHERATON HOTEL & TOWERS • YOKOHAMA ROYAL PARK HOTEL
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