

Research on the Development Opportunities and Challenges of Home Sports Training under the Background of Sports Industry Consumption

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Abstract: Against the backdrop of the consumption upgrading of the sports industry, home sports training has witnessed a rapid development momentum. This study aims to systematically explore its development opportunities and challenges, and put forward strategic suggestions for the high-quality development of the industry. The literature review method and logical analysis method are adopted to sort out the core opportunities and existing problems of home sports training, and propose a path optimization plan. The development opportunities are mainly reflected in three aspects: the continuous empowerment of national policies for industrial development, the significant growth of the public's diversified demand for sports training, and the strong support provided by science and technology and internet technologies. Meanwhile, the industry is faced with two core challenges: the uneven qualifications of coaches lead to the difficulty in guaranteeing teaching quality, and the frequent occurrence of safety problems with the management system to be improved. Home sports training meets the needs of consumers and has great potential under the background of sports industry consumption, but a standardized development system must be constructed to promote the high-quality development of the industry.

Keywords: Home sports training; Development opportunities; Challenges

1. Introduction

The report to the 20th National Congress of the Communist Party of China clearly states that the next five years will be a critical start-up period for building a great modern socialist country in all respects, with high-quality economic development as the core task. As a core grasp for expanding domestic demand, consumption is an important support for driving economic growth. Promoting the high-quality development of consumption is of great significance for enhancing the fundamental role of consumption and supporting the new development pattern^[1]. As an important part of the consumer market, sports consumption has shown a rapid growth trend in recent years. From 2012 to 2024, the scale of China's sports industry consumption increased from 952.6 billion yuan to 1.5 trillion yuan. In September 2025, the General Office of the State Council issued the *Opinions on Unleashing the Potential of Sports Consumption and Further Promoting the High-Quality Development of the Sports Industry*, clearly putting forward the goals of expanding sports supply, stimulating consumption demand and strengthening business entities. Data shows that the average annual growth rate of China's sports industry during the 14th Five-Year Plan period reached 11.6%, accounting for 1.15% of the gross domestic product (GDP) in 2023. The sports consumption of more than 40 national sports consumption pilot cities increased by over 100 billion yuan from 2020 to 2023. According to the plan in the *Opinions*, the total scale of China's sports industry will exceed 70 trillion yuan by 2030. Under this background, sports consumption is gradually transforming from popularization to personalization, demand-oriented and diversification, and traditional sports training can no longer meet the diversified needs of the public.

Home sports training is an innovative form of traditional sports training, featuring one-on-one or small-group teaching, flexible venues and free time. The training venues have expanded from fixed stadiums to communities, parks, sports grounds and other scenes, the content has shifted from fixed to customized, and the time has changed from unified arrangement to flexible allocation, which effectively solves the pain points of consumers such as time inconvenience, difficulty in meeting personalized needs and long distance. According to the *2023 White Paper on China's Sports Training*

Industry, the market scale of high school entrance examination sports training has exceeded 8 billion yuan, among which the home training model accounts for about 15% and shows an upward trend. With the advancement of the reform of high school entrance examination sports in various regions, parents' demand for their children's sports training has surged, and home sports training has been widely recognized by the market.

However, many problems emerging in the rapid development of the industry restrict the high-quality development of the sports industry. Therefore, an in-depth study on the opportunities and challenges of home sports training under the background of sports industry consumption is of important theoretical and practical significance for promoting the high-quality development of the industry and boosting the upgrading of the sports industry.

2. Current Development of Sports Industry Consumption and Its Impact on Home Sports Training

2.1 Current Development of Sports Industry Consumption

Against the backdrop of the consumption upgrading of the sports industry, China's current sports industry consumption market presents the development characteristics of expanded scale, optimized structure and diversified scenes.

First, the scale of the sports industry has continued to expand. From 2015 to 2023, the total scale of China's sports industry increased from 1.71 trillion yuan to 3.67 trillion yuan, accounting for an increase of 0.8% to 1.15% in GDP^[2], of which sports industry consumption accounts for more than 60%, showing a significant growth trend.

Second, the industrial structure is accelerating its upgrading. According to the data of the National Bureau of Statistics, the proportion of the total scale of China's sports service industry in the sports industry rose from 53.2% to 53.9% from 2021 to 2022. The growth rate of service consumption such as youth sports training, outdoor sports and fitness and leisure has exceeded that of sports goods manufacturing consumption, which marks the transformation of sports consumption from "dominated by physical consumption" to "led by service consumption", and the industrial structure is more in line with the direction of market demand and consumption upgrading.^[3]

Third, the scenes of sports activities are constantly enriched. Consumers' demand for traditional consumption methods has gradually declined, and they are no longer satisfied with consumption in traditional fixed sports venues. Consumption scenes have begun to extend to flexible scenes such as parks, communities and outdoor sports bases. Various regions have actively built urban sports service complexes, sports parks and outdoor sports bases, providing venue support for diversified sports consumption.^[4]

2.2 Impact of Sports Industry Consumption on Home Sports Training

The vigorous development of sports industry consumption has injected new vitality into home sports training, provided direct driving force for its development and promoted its vigorous development, which is mainly reflected in the following three aspects:

First, the expansion of market demand. The development of various types of sports consumption has enhanced the awareness of national fitness. The diversified development of mass sports has made the public no longer satisfied with the training model in fixed venues. Home sports training meets the public's diverse needs for sports, and the increased demand of teenagers for physical exercise has created a broad market for home sports training.

Second, innovation-driven and the promotion of new operation models. The vigorous development of sports industry consumption has prompted the continuous innovation of home sports training in operation methods. Third-party platforms of "sports takeout" have emerged, connecting coaches with customers and providing more convenient reservation services. The emergence of Tik Tok and Xiaohongshu has promoted the public's understanding of home sports. The networked operation model has narrowed the distance between merchants and customers, which is conducive to the vigorous development of home sports.

Third, the provision of venue guarantee. The continuous development of sports industry consumption has promoted the continuous improvement of urban and community sports venues and

facilities, and the increasing number of sports parks and community fitness centers has provided convenient training locations for home sports training.

The vigorous development of sports industry consumption has played a direct role in promoting home sports training. Economy is the primary driving force of the market, and the development of home sports training is inseparable from the support of sports industry consumption.

3. Development Opportunities of Home Sports Training under the Background of Sports Industry Consumption

3.1 National Policies Provide Guarantee for Industrial Development

In recent years, China has issued policies for the high-quality development of the sports industry, creating a good policy environment for home sports training. In December 2021, the General Administration of Sport of China issued the *Code of Conduct for Extracurricular Sports Training*, regulating the order of the sports training market and laying a stable development foundation for home training. In March 2022, the State Council issued the *Opinions on Building a Higher-Level Public Service System for National Fitness*, proposing to consolidate the foundation of community fitness and build a sports ecosystem around the masses, providing public service system support for home training. In September 2025, the State Council issued the *Opinions*, putting forward the goal of the total scale of the sports industry exceeding 70 trillion yuan by 2030, and encouraging the development of convenient business forms such as home sports training and community sports training. In the same period, the General Administration of Sport of China issued the *Guiding Opinions on Promoting the High-Quality Development of Sports for Health Undertakings*, clarifying the training standards and post qualification certification system for sports health guidance practitioners, providing policy guidance for the qualification management of home training coaches.

3.2 The Public's Diversified Demand Injects Market Vitality into the Industry

With the enhancement of national fitness awareness and the improvement of public sports facilities, sports demand presents diversified characteristics. The segmentation and upgrading of consumer groups have brought market opportunities for home sports training.

Home sports training is mainly based on one-on-one or small-group teaching mode. Coaches can customize teaching content according to the age, physical fitness and interests of students, and students can also select training directions in a targeted manner to realize teaching students in accordance with their aptitude^[5], which effectively makes up for the lack of personalization in the large-class teaching of traditional training institutions. It meets the needs of specific groups. After the increase in scores of high school entrance examination sports in various regions, teenagers are faced with the dual pressure of academic study and sports. Some students have weak sports items. Home training can not only save parents' time for pick-up and drop-off, but also provide targeted improvement training, becoming the first choice for parents. Compared with traditional training, the advantages of home sports training in pertinence, flexibility and customization are more in line with the diversified sports service needs of sports lovers, becoming the core driving force for the rapid development of the industry.

3.3 Science and Technology and Internet Technologies Empower the Industry

The integration of scientific and technological development and the internet has provided technical support for home sports training, promoting the dual improvement of industry efficiency and experience.

The popularization of precise teaching tools: scientific and technological equipment such as sports bracelets, smart watches and body fat scales can collect sports data in real time. Based on the data, coaches formulate personalized training plans for students, accurately make up for the weak points of physical fitness or skills, and improve teaching effects. The innovation of marketing and customer acquisition models: social media platforms such as Tik Tok and Xiaohongshu rely on big data algorithms to accurately push home training services to sports lovers, breaking the limitations of traditional marketing. Tik Tok short videos can more intuitively display training methods, realize "experience before training", enhance user trust and narrow the distance between supply and demand.

4. Challenges of Home Sports Training under the Background of Sports Industry Consumption

4.1 Prominent Problems of Coaches' Qualifications and Teaching Quality

Coaches are the core elements of home sports training, who need to have professional skills, teaching ability and professional literacy, but there are obvious shortcomings in the current industry.

Lack of qualification standards and insufficient professional ability: At present, China has not issued unified qualification standards for home sports training coaches. In order to reduce employment costs, some institutions arrange non-sports major personnel to take up their posts after short-term training, resulting in a serious lack of coaches' qualification and ability.

Insufficient teaching ability and weak safety awareness: Some coaches have sports skills but lack the ability of teaching methods, safety protection and emergency treatment. For youth training, if the training content is not designed in combination with their physical development characteristics, it may lead to physical injury; for adult training, if the protection against common risks such as lumbar disc herniation and knee joint injury is ignored, it is very easy to cause sports injuries or fatigue problems, posing safety risks to the physical and mental health of customers.

Poor professional literacy and poor user experience: In the home sports training industry, the professional quality of coaches is uneven, and some coaches have bad behaviors such as being late, breaking appointments and inducing consumption, which not only damage the industry image, but also infringe on the legitimate rights and interests of consumers, leading to the decline of course quality and user trust, and affecting the image of the home sports training industry.

4.2 High Incidence of Safety Risks and Imperfect Management System

The venue characteristics and management loopholes of home sports training lead to significantly higher safety risks than traditional training, with the main problems including venue hidden dangers and emergency and support capabilities.

Many potential safety hazards in venues: Teaching venues are mostly non-professional venues such as communities and parks, with problems such as insufficient ground buffering, many obstacles, easy slippage, and great influence by weather, which increase the risk of sports injuries.

Insufficient emergency treatment and support: Some coaches lack basic emergency treatment knowledge, and cannot take correct first-aid measures in a timely manner when facing sports injuries such as muscle strain and fracture or sudden diseases such as heatstroke and heart attack, which may delay the treatment time. At the same time, most institutions have not purchased sports accident insurance and liability insurance for students and coaches. In the event of a safety accident, it is difficult to solve the liability identification and compensation disputes, and the rights and interests of both parties cannot be guaranteed.

5. Optimization Paths to Promote the High-Quality Development of Home Sports Training

5.1 Strengthen the Construction of Coach Team and Improve the Quality of Teaching Services

Clarify unified access standards: Led by sports departments and in conjunction with industry associations, formulate the *Coach Qualification Standards for the Home Sports Training Industry*, clarifying three thresholds: first, the qualification threshold, which requires holding a Social Sports Instructor Certificate issued by the General Administration of Sport of China or a National Second-Class Athlete Certificate or above; second, the ability threshold, which requires passing the training and assessment of courses such as teaching methods, safety protection and emergency treatment; third, the background threshold, which requires providing a certificate of no criminal record and passing the platform background check. Meanwhile, training institutions have established a platform for publicizing the qualifications of coaches, allowing consumers to check in real time and preventing them from working without licenses.

We will improve the training and assessment system in the following ways: encourage industry associations to regularly organize training activities for home sports coaches, with a focus on practical content such as teaching skills, safety management, skill training and professional competence, so as to steadily enhance the teaching quality of coaches; urge training institutions to establish an assessment

mechanism, conduct regular professional and competency evaluations for coaches to foster a sense of professional urgency, refine the coach assessment system, and boost the high-quality development of the industry.

5.2 Improve the Supervision System and Standardize the Order of Industrial Development.

We will establish and improve the supervision system, build a collaborative governance mechanism featuring government regulation, industry self-regulation and social supervision, fill regulatory gaps, and foster a well-regulated industrial ecosystem.

We will clarify the supervision subjects and responsibilities: under the leadership of sports departments, establish a collaborative supervision mechanism with market regulation, education and public security departments. Sports departments are responsible for the review of coach qualifications and the formulation of service standards; market supervision departments are responsible for price supervision and the management of pre-collected funds to prevent running away with funds; education departments are responsible for the supervision of the compliance of training content; public security departments are responsible for handling illegal cases such as personal safety and information leakage. We will form a full-chain supervision synergy, implement the supervision system, and ensure the stable and orderly operation of the market.

Unify service and charging standards: Industry associations issue the *Code of Practice for Home Sports Training Services*, clarifying the course duration, teaching process and refund rules; implement a clearly marked price system, requiring institutions to publicize course prices and preferential activities on the platform, and strictly prohibit acts such as disguised price increases and bundled consumption after low-price drainage; market supervision departments conduct regular price spot checks and impose fines and public exposure on illegal institutions.

We will improve the dispute resolution mechanism: establish a dispute mediation center for home-based sports training staffed with a mediation team composed of industry associations, law firms and sports experts, to provide free and legally effective mediation services; require relevant platforms to properly preserve evidence including chat records, training videos and payment vouchers to facilitate dispute investigation and verification; encourage consumers to report problems via the 12315 platform and the complaint hotlines of sports authorities, form a closed-loop supervision mechanism of "complaint-handling-publicity", and safeguard the legitimate rights and interests of consumers.

6. Conclusion

Against the backdrop of the continuous upgrading of sports industry consumption, home sports training, relying on the advantages of "flexible scenes, convenient services and customized improvement", accurately meets the consumers' demand for "fragmented and high-quality" sports services, which is not only in line with the national policy orientation, but also has broad market potential. However, the problems exposed in the rapid development of the industry such as "incomplete coach qualifications, prominent safety risks and vicious competition" not only restrict its own high-quality development, but also affect the release of the consumption potential of the sports industry.

In the future, it is necessary to promote the transformation of home sports training from "extensive growth" to "standardized development" through the development paths of coach specialization, safety systematization, supervision coordination and competition differentiation. With the deepening of sports industry consumption and the improvement of the standardization level of the industry, home sports training is expected to become an important growth pole in the field of sports services - not only providing consumers with higher-quality and more convenient training services, but also injecting new impetus into the high-quality development of the sports industry, helping the implementation of the "Healthy China" strategy.

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