

A close-up photograph of a hand wearing a white leather golf glove, holding a white golf ball on a green field. The background shows a blurred landscape of trees and a clear blue sky.

China: Golf Industry

Overview of Emerging Tier II Markets

INTRODUCTION

The objective of this report is to provide a snapshot of the Chinese golf industry, with focus on market dynamics, trends and potential opportunities for foreign companies

EXECUTIVE SUMMARY

Golf is a relatively new industry in China, but it has been growing at a very rapid pace. Though estimates vary, the general expectation is that the industry should grow significantly in the next few years. Strong interests affect the construction of new golf courses; the regulatory environment is ambiguous in that national laws and local application and interpretation of the national laws tend to be inconsistent. The US is the second largest importer of golf equipment and foreign products are considered of very good quality. The best prospects for foreign companies are golf equipment, golf course design, golf club management and golf training.

