China | Consumer

15 May 2026

Anta Sports (2020 HK)

Better than expected sales growth in 1Q26

Anta core brand saw HSD YoY sales growth in 1Q26

Anta announced its 1Q26 operational results, with retail sales for its Anta Core Brand recorded a HSD growth YoY (4Q25: -LSD, 3Q25: +LSD). The main reasons for 1Q26 YoY sales growth was due to i) a later CNY in 2026; ii) 200 new "Lighthouse" stores was opened to a total of 500 stores improved store efficiency by 25%; and iii) accelerating overseas expansion. Online sales was up by mid double digit YoY, compared with 4Q25 LSD growth, while offline sales saw HSD YoY growth, compared with negative growth in 4Q25. Retail inventory turnover was at a healthy level of slightly below 5 months (4Q25: slightly above 5 months), while offline retail discount at 28% (4Q25: 29%) and online retail discount was flat QoQ at 50%. 1Q26 sales exceeded full year expectations of a +LSD growth, and if the growth momentum continues, mgmt. said will consider revising its full year growth forecast. Breaking down adult/kidswear sales, adult offline/online sales growth was at +MSD/+LDD YoY, while kidswear recorded +HSD/+20% YoY. Overseas business continues to advance, with the brand step into India market for the first time this year, while the first flagship store in US also opened in 1Q26.

Core Fila recorded LDD YoY growth

Retail sales for Fila brand recorded a LDD growth YoY in 1Q26 (4Q25: +MSD, 3Q25: +LSD). Offline sales grew by HSD YoY (4Q25: +HSD), online sales was up by LDD YoY (4Q25: +LDD). Offline/online Kidswear grew by +LDD/+20% YoY, while Fusion grew by +LDD/+HSD YoY. Retail inventory turnover was slightly below 5 months (4Q25: above 5 months), while both online/offline retail discount rates were at 40%/26% respectively (4Q25: 35%/27%).

Kolon and Descente continued to record strong YoY growth

Retail sales for other brands recorded 40%-45% growth YoY in 4Q25 (4Q25: 35%-40%, 3Q25: 45%-50%), thanks to continual strong demand for outdoor sports products in general in Mainland China. Kolon was doing better than Descente with 50-55% YoY (4Q25: 55%) in sales growth during the quarter, while Descente recorded 30-35% (4Q25: 25-30%) growth YoY. Maia Active recorded 30-35% (4Q25: 25-30%) YoY growth. Retail inventory turnover for Descente/Kolon was below 5 months/4 months. And retail discounts for both brands were below 10%.

Maintain our BUY rating and TP of HK$108

Mgmt maintained core Anta brand full year sales guidance to be +LSD YoY growth, Fila +MSD YoY, Descente and Kolon to maintain its high growth. Company also maintained Anta brand/Fila brand OPM target to be at 20%/25% this year. 2026 is a major year for sports, featuring events such as the Milan Winter Olympics in February, the World Cup in June, and the Asian Games in September. Both Anta core brand and Fila brand plan to increase their branding and marketing investments throughout 2026. We maintained our BUY rating on the counter and our TP of HK$108.

Summary financial data

Year to Dec 31 (Rmb mn)	2024	2025	2026E	2027E	2028E
Revenue	**70,826**	**80,219**	**87,386**	**94,680**	**102,019**
Gross profit	44,032	49,734	54,296	58,867	63,469
Net profit	**15,596**	**13,588**	**14,545**	**15,866**	**17,120**
YoY Growth	52.4%	-12.9%	7.0%	9.1%	7.9%
EPS (CNY)	5.577	4.859	5.201	5.673	6.122
P/E (x)	**11.8**	**13.5**	**12.6**	**11.6**	**10.7**
P/B (x)	2.98	2.79	2.49	2.22	1.99
Dividend Yield (%)	3.3	3.4	3.6	3.9	4.2
ROE (%)	**27.6**	**21.3**	**20.8**	**20.2**	**19.5**
Net debt / equity (%)	4	10	2	Net cash	Net cash

Source: Company data, Crosby Securities

BUY

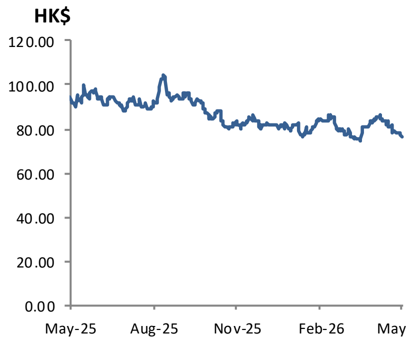
Last Price (HK$)*	76.25
Target Price (HK$)	**108.00**
Upside / (Downside)(%)	41.6%
Previous rating	*BUY*
Previous TP	*108.00*
Hang Seng Index*	25,968.37
** Prices as of*	*15-May-26*

Key Data

Ticker	2020 HK
Market Cap (HK$m)	213,245
3M avg daily T/O (HK$m)	701.6
52-week High (HK$)	106.30
52-week Low (HK$)	74.20
Free Float (%)	46.6%
Shares O/S (m)	2,796.7

Performance	Absolute	Relative
1 month	-9.0%	-9.0%
3 months	-9.5%	-7.4%
6 months	-7.1%	-5.0%

Price Chart



Source: Bloomberg

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Figure 1 Sportswear operational data (1Q16-1Q26)

	Anta 2020 HK		Li Ning 2331 HK		Xtep 1368 HK		361 Degrees 1361 HK		China Dongxiang 3818 HK	
	ANTA Brand	Other Brands	Sell through	SSSG	Xtep Brand	Saucony	Core	Kid	Kappa	SSSG
1Q 2016	+MSD	-	-	+LSD	-		+7.2%[2]	+7.5%[2]	-	-
2Q 2016	+HSD	-	-	+HSD	-		+7.0%[2]	+7.3%[2]	-	-
3Q 2016	+LSD	+60-70%	-	+HSD	-		+7.3%[2]	+7.3%[2]	-	-
4Q 2016	+high-teens	+50-60%	-	+mid-teens	-		+7.5%[2]	+7.7%[2]	-	-
1Q 2017	+low-teens	+40-50%	+HSD	Flat	-		+7.0%[2]	+7.4%[2]	-	-
2Q 2017	+20-30%	+50-60%	-	+HSD	-		+HSD	+HSD	-	-
3Q 2017	+mid-teens	+40-50%	+LSD	-LSD	-		+HSD	+HSD	-	-
4Q 2017	+20%-25%	+85-90%	+mid-teens	+low-teens	-		+HSD	+HSD	-	-
1Q 2018	+20%-25%	+80-85%[1]	+mid-teens	+low-teens	-		+HSD	+HSD	-	-
2Q 2018	+low-teens	+90-95%	+low-teens	+HSD	-		+HSD	+low-teens	+HSD	+5-9%
3Q 2018	+mid-teens	+90-95%	+mid-teens	+low-teens	-		+MSD	+low-teens	Flat	-1-6%
4Q 2018	+mid 10-20%	+80-85%	+high-teens	+mid-teens	-		Flat	+low-teens	+low-teens	+MSD
1Q 2019	+low 10-20%	+65-70%	+low-twenties	+mid-teens	+20%+		+LSD	+LSD	+HSD	+LSD
2Q 2019	+mid 10-20%	+55-60%	+low-twenties	+mid-teens	+20%+		+LSD	+HSD	+MSD	+LSD
3Q 2019	+mid 10-20%	FILA: +50-55% Others: +30-35%	+low-thirties	+high-teens	+20%		+LSD	+HSD	+MSD	+LSD
4Q 2019	+high-teens	FILA: +50-55% Others: +25-30%	+mid-thirties	+high-teens	+20%+		+LSD	+HSD	+mid-teens	+5-9%
1Q 2020	-20-25%	FILA: -MSD Others: -HSD	-high-teens	-	-20-25%		-25-30%	-25-30%	+low-teens	+5-9%
2Q 2020	-LSD	FILA: +low-teens Others: +25-30%	-MSD	-MSD	-LSD		-low-teens	-low-teens	-high-twenties	-1-6%
3Q 2020	+LSD	FILA: +20-25% Others: +50-55%	+MSD	+LSD	+MSD		-HSD	-HSD	-MSD-LSD	-MSD
4Q 2020	+LSD	FILA: +25-30% Others: +55-60%	+mid-teens	+low-teens	+HSD		+LSD	+MSD	+MSD	+LSD - +MSD
1Q 2021	+40-45%	FILA: +75-80% Others: +115 -120%	+High 80%	-	+Mid 50%		+high-teens	+low-twenties	+low-teens	+MSD
2Q 2021	+35-40%	FILA: +30-35% Others: +70 -75%	+low-nineties	+low-eighties	+30-35%		+15-20%	+30-35%	+mid-sixties	+HSD
3Q 2021	+low-teens	FILA: +MSD Others: +35 -40%	+Low 40%	+high-twenties	+Mid-teens		+low-teens	+15-20%	+mid-to-low teens	+M-HSD
4Q 2021	+mid-teens	FILA: +MSD Others: +30 -35%	+low-thirties	+low-twenties	+20-25%		+high-teens	+25-30%	-mid-to-high-teens	-high-teens
1Q 2022	+high-teens	FILA: +MID Others: +40 -45%	+ high-twenties	+low-twenties	+30-35%		+high-teens	+20-25%	-mid-teens	-mid-to-high-teens
2Q 2022	-MSD	FILA: -HSD Others: +20 -25%	-HSD	-low-teens	+Mid-teens		+low-teens	+20-25%	-MSD	-MSD
3Q 2022	+MSD	FILA: +low-teens Others: +40-45%	+mid-teens	+HSD	+20-25%		+mid-teens	+20-25%	-mid-to-high-teens	-mid-to-low-teens
4Q 2022	-HSD	FILA: -low-teens Others: +low-teens	-low-teens	-high-teens	-HSD		Flat	+LSD	-mid-20-30%	-mid-teens
1Q 2023	+MSD	FILA: +HSD Others: +75-80%	+MSD	-HSD	+~20%		+low-teens	+20-25%	+mid-to-low teens	+mid-to-low-teens
2Q 2023	+HSD	FILA: +High-teens Others: +70-75%	+ low-teens	-LSD	+High-teens		+low-teens	+20-25%	+mid 10%-20%	+mid- to-low10-20%
3Q 2023	+HSD	FILA: +Low-teens Others: +45-50%	+MSD	-MSD	+High-teens		+15%	+25-30%	+mid-to-low single digit	+MSD
4Q 2023	+high-teens	FILA: +25-30% Others: +55-60%	+low-twenties	+low-teens	+>30%		+>20%	+~40%	+mid 40%-50%	+high 20%-30%
1Q 2024	+MSD	FILA: +HSD Others: +25-30%	+LSD	-MSD	+HSD		+high-teens	+20-25%	-low 10-20%	-HSD
2Q 2024	+HSD	FILA: +MSD Others: +40-50%	-LSD	-	+10%		+10%	+mid-teens	-mid LSD	-MSD
3Q 2024	+MSD	FILA: -LSD Others: +45-50%	-MSD		+MSD	+>50%	+10%	+10%	-HSD	-low 10-20%
4Q 2024	+HSD	FILA: +HSD Others: +50-55%	+HSD		+HSD	+50%	+10%	+10-15%	-MSD	-HSD
1Q 2025	+HSD	FILA: +HSD Others: +65-70%	+LSD		+MSD	+>40%	+10-15%	+10-15%	-mid-to-high single digit	
2Q 2025	+LSD	FILA: +MSD Others: +50-55%	+LSD		+LSD	+>20%	+10%	+10%		
3Q 2025	+LSD	FILA: +LSD Others: +45-50%	-MSD		+LSD	+>20%	+10%	+10%		
4Q 2025	-LSD	FILA: +MSD Others: +35-40%	-LSD		Flat	+>30%	+10%	+10%		
1Q 2026	+HSD	FILA: +Low-teens Others: +40-45%	+MSD		+LSD	+>20%	+10%	+10%		
Notes:	*(1) Other brands sales excluding brands newly joined in the reporting quarter* *(2) Data represents SSSG*									

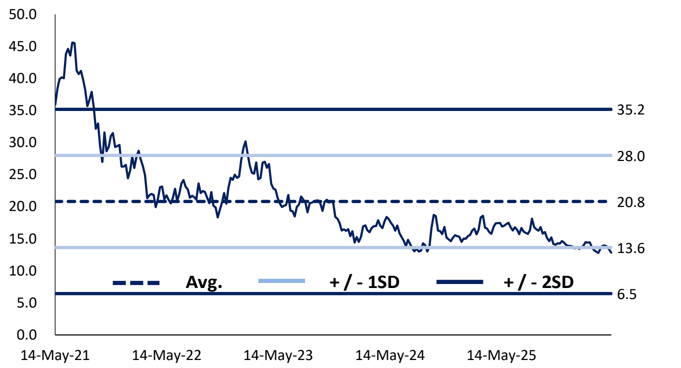
Source: Companies data, Crosby Securities

Figure 2 Peer comparison (closing prices as of 15 May 2026)

Company	Ticker	Price	Mkt cap (US$m)	3-mth avg t/o (US$m)	P/E (x) FY1	P/E (x) FY2	FY1-FY3 EPS Cagr (%)	FY1 PEG (x)	Div Yld (%) FY1	Div Yld (%) FY2	P/B (x) Hist	P/B (x) FY1	ROE (%) Hist	ROE (%) FY1	ROIC Hist (%)	Share px chg (%) 1-mth	Share px chg (%) 3-mth	Share px chg (%) 12-mth
HSI		25,968			11.8	10.5	11.6	1.02	3.3	3.4	1.39	1.27	9.9	10.5		0.1	(2.3)	10.7
HSCEI		8,694			10.8	9.4	12.6	0.86	3.1	3.3	1.29	1.15	10.5	10.4		(0.3)	(3.8)	2.2
CSI300		4,860			15.6	13.5	14.4	1.08	2.5	2.8	1.90	1.77	9.9	11.5		3.7	4.3	24.4
Sector Average					**10.7**	**9.6**	**11.3**	**1.0**	**6.0**	**6.9**	**1.3**	**1.5**	**12.6**	**13.9**	**9.2**	**(7.2)**	**(10.0)**	**(1.9)**
Sector Median					**12.5**	**11.4**	**12.0**	**1.0**	**6.7**	**8.4**	**1.0**	**1.4**	**13.0**	**13.4**	**9.2**	**(8.4)**	**(9.6)**	**(4.5)**
Anta Sports	2020 HK	76.20	27,220	89.6	12.9	11.8	9.0	1.44	3.7	4.1	2.81	2.42	21.3	19.8	13.5	(9.0)	(9.6)	(17.8)
Li Ning Co Ltd	2331 HK	18.66	6,161	55.0	13.6	12.0	13.4	1.01	3.6	4.1	1.52	1.43	10.9	10.6	9.2	(11.2)	(13.5)	21.2
Xtep Intl	1368 HK	4.17	1,495	6.8	8.1	7.0	12.2	0.66	6.7	8.5	1.00	0.92	14.5	12.0	10.9	(8.4)	(21.8)	(23.6)
361 Degrees	1361 HK	5.11	1,415	8.3	6.2	5.6	9.8	0.63	7.6	8.4	0.91	0.82	13.5	13.4	11.9	(24.5)	(9.2)	16.9
China Dongxiang	3818 HK	0.42	316	0.2	N/A	N/A	N/A	N/A	N/A	N/A	0.23	N/A	3.0	N/A	2.2	1.2	(3.4)	8.6
Topsports Intern	6110 HK	2.96	2,345	3.8	12.5	11.4	12.0	1.05	8.3	9.3	1.78	1.73	13.0	13.7	8.8	5.0	1.0	(4.5)
Eagle Nice Intl	2368 HK	2.99	219	0.0	N/A	N/A	N/A	N/A	N/A	N/A	0.87	N/A	12.2	N/A	8.1	(3.5)	(13.3)	(14.3)

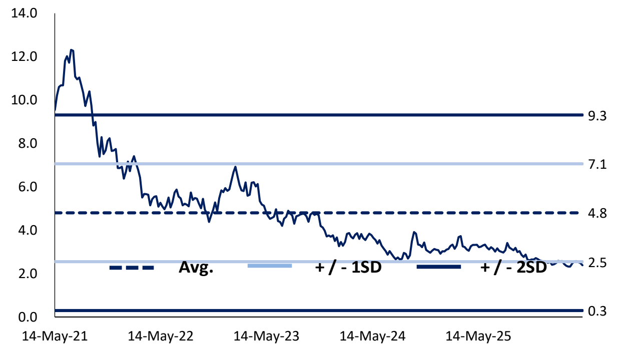
Source: Bloomberg, Crosby Securities

Figure 3 Historical 5-year forward PE range



Source: Bloomberg, Crosby Securities

Figure 4 Historical 5-year forward PB range



Source: Bloomberg, Crosby Securities

Summary financials

Year ended 31 Dec	2024	2025	2026E	2027E	2028E
Profit & Loss (RMBm)					
Anta	33,522	34,754	36,023	37,419	38,737
YoY%	10.6	3.7	3.7	3.9	3.5
Fila	26,626	28,469	30,117	31,766	33,199
YoY%	6.1	6.9	5.8	5.5	4.5
Other brands	10,678	16,996	21,245	25,494	30,083
YoY%	53.7	59.2	25.0	20.0	18.0
Turnover	**70,826**	**80,219**	**87,386**	**94,680**	**102,019**
YoY%	13.6	13.3	8.9	8.3	7.8
COGS	-26,794	-30,485	-33,090	-35,812	-38,550
Gross profit	**44,032**	**49,734**	**54,296**	**58,867**	**63,469**
Margin	62.2%	62.0%	62.1%	62.2%	62.2%
Selling & distribution	-25,647	-28,456	-30,585	-33,138	-35,707
Admin	-4,198	-5,186	-5,243	-5,681	-6,121
Total opex	**-29,845**	**-33,642**	**-35,828**	**-38,819**	**-41,828**
YoY%	17.7	12.7	6.5	8.3	7.8
Operating profit	**14,187**	**16,092**	**18,468**	**20,049**	**21,641**
Margin	20.0%	20.1%	21.1%	21.2%	21.2%
Other income / (exp)	4,422	5,068	4,502	4,979	5,340
Finance costs	-626	-918	-1,398	-1,398	-1,398
Associates' income	3,901	1,204	1,084	1,084	1,084
Pre-tax profit	21,884	21,446	22,655	24,713	26,666
Tax	-4,895	-5,784	-5,890	-6,425	-6,933
Profit after tax	**16,989**	**15,662**	**16,765**	**18,288**	**19,733**
Margin	24.0%	19.5%	19.2%	19.3%	19.3%
Minority Interest	-1,393	-2,074	-2,220	-2,422	-2,613
Net profit	**15,596**	**13,588**	**14,545**	**15,866**	**17,120**
YoY%	52.4	(12.9)	7.0	9.1	7.9
Margin	22.0%	16.9%	16.6%	16.8%	16.8%
Non-core items adj.	0	0	0	0	0
Adj. profit	**15,596**	**13,588**	**14,545**	**15,866**	**17,120**
YoY%	52.4	(12.9)	7.0	9.1	7.9
Margin	22.0%	16.9%	16.6%	16.8%	16.8%
EBITDA	**17,644**	**20,358**	**23,330**	**24,424**	**25,558**
YoY%	3.1	15.4	14.6	4.7	4.6
Margin	24.9%	25.4%	26.7%	25.8%	25.1%
Fully diluted EPS (RMB)	**5.577**	**4.859**	**5.201**	**5.673**	**6.122**
YoY%	52.4	(12.9)	7.0	9.1	7.9
DPS (RMB)	**2.171**	**2.217**	**2.373**	**2.588**	**2.793**
YoY%	17.0	2.1	7.0	9.1	7.9

Year ended 31 Dec	2024A	2025A	2026e	2027e	2028e
Cash Flow (RMBm)					
Operating profit	14,187	16,092	18,468	20,049	21,641
Dep. & Amort.	5,471	6,335	6,365	6,355	6,258
Chg in working cap	-2,223	-1,368	-4,174	-6,969	-8,172
Others	3,838	5,179	-704	-704	-704
Cash from operations	**21,273**	**26,238**	**19,954**	**18,730**	**19,023**
Tax paid	-4,532	-5,242	-5,890	-6,425	-6,933
Net cash from operations	**16,741**	**20,996**	**14,064**	**12,305**	**12,090**
YoY%	(14.7)	25.4	(33.0)	(12.5)	(1.8)
Capex	-1,412	-1,208	-1,675	-1,675	-1,675
Investments	-6,205	-1,991	0	0	0
Disposal of assets	0	0	0	0	0
Interest received	2,014	2,069	1,503	1,980	2,341
Others	-9,261	-5,916	-385	-424	-466
Net cash from investments	**-14,864**	**-7,046**	**-558**	**-119**	**199**
Issue/ buyback of shares	-1	-2	0	0	0
Interest paid	-626	-918	-1,398	-1,398	-1,398
Dividends paid	-6,072	-6,585	-6,417	-6,937	-7,524
Net change in debt	-1,121	-1,306	0	0	0
Others	2,059	-4,305	0	0	0
Net cash from financing	**-5,761**	**-13,116**	**-7,815**	**-8,335**	**-8,922**
Net change in cash	**-3,884**	**834**	**5,691**	**3,851**	**3,366**
Adjustments	46	-43	0	0	0
Opening cash	15,228	11,390	12,181	17,872	21,723
Closing cash	**11,390**	**12,181**	**17,872**	**21,723**	**25,089**
FCF	**15,329**	**19,788**	**12,389**	**10,630**	**10,414**
YoY%	(18.9)	29.1	(37.4)	(14.2)	(2.0)

Year ended 31 Dec	2024	2025	2026E	2027E	2028E
Balance Sheet (RMBm)					
Property, plant and equipment	4,687	5,366	5,640	5,925	6,306
Right of use asset	9,826	10,926	10,926	10,926	10,926
Intangible assets	2,034	4,253	4,076	3,899	3,722
Investments	17,833	20,881	20,881	20,881	20,881
Others	25,753	23,213	23,213	23,213	23,213
Non-current assets	**60,133**	**64,639**	**64,736**	**64,844**	**65,048**
Inventories	10,760	12,152	10,486	11,362	12,242
Trade & bills receivables	4,463	4,616	5,680	6,154	6,631
Prepayments, deposits & others	19,157	24,934	29,921	35,905	43,086
Investments	0	0	0	0	0
Cash	11,390	12,181	17,872	21,723	25,089
Others	6,712	5,773	6,158	6,582	7,048
Current assets	**52,482**	**59,656**	**70,117**	**81,726**	**94,097**
Total assets	**112,615**	**124,295**	**134,854**	**146,569**	**159,145**
Trade & bills payables	4,332	4,158	4,369	4,734	5,101
Accruals & other payables	0	0	0	0	0
Tax payable	3,386	3,698	3,698	3,698	3,698
Bank loans	8,583	11,532	11,532	11,532	11,532
Bonds, CB & debentures	0	0	0	0	0
Others	12,292	13,970	13,970	13,970	13,970
Current liabilities	**28,593**	**33,358**	**33,569**	**33,934**	**34,301**
Bank loans	12,233	11,770	11,770	11,770	11,770
Bonds, CB & debentures	0	0	0	0	0
Deferred tax liabilities	925	1,984	1,984	1,984	1,984
Others	4,125	4,778	4,778	4,778	4,778
Non-current liabilities	**17,283**	**18,532**	**18,532**	**18,532**	**18,532**
Total liabilities	**45,876**	**51,890**	**52,101**	**52,466**	**52,833**
Total net assets	**66,739**	**72,405**	**82,752**	**94,103**	**106,312**
Share capital	271	269	269	269	269
Reserves	61,458	65,513	73,640	82,569	92,165
Shareholder's equity	**61,729**	**65,782**	**73,909**	**82,838**	**92,434**
Minority interests	5,010	6,623	8,843	11,265	13,878
Total Equity	**66,739**	**72,405**	**82,752**	**94,103**	**106,312**
Total debts	20,816	25,286	25,286	25,286	25,286
Net cash/(debts)	**-2,714**	**-7,332**	**-1,256**	**3,019**	**6,851**
BVPS (RMB)	**22.072**	**23.522**	**26.428**	**29.621**	**33.052**

Year ended 31 Dec	2024A	2025A	2026e	2027e	2028e
Key ratios					
Margins (%)					
Gross margin	62.2	62.0	62.1	62.2	62.2
EBITDA margin	24.9	25.4	26.7	25.8	25.1
EBIT margin	20.0	20.1	21.1	21.2	21.2
Net margin	22.0	16.9	16.6	16.8	16.8
Net margin (Core profit)	22.0	16.9	16.6	16.8	16.8
Effective tax rate (%)	27.2	28.6	27.3	27.2	27.1
Selling exp as % of rev	36.2	35.5	35.0	35.0	35.0
Admin exp as % of rev	5.9	6.5	6.0	6.0	6.0
R&D exp as % of rev	N/A	N/A	N/A	N/A	N/A
Other opex as % of rev	N/A	N/A	N/A	N/A	N/A
Total opex as % of rev	42.1	41.9	41.0	41.0	41.0
Interest coverage (x)	22.7	17.5	13.2	14.3	15.5
Dividend payout (%)	38.9	45.6	45.6	45.6	45.6
Balance sheet ratios					
Inventory days	122	137	125	111	112
Acct. rec. days	21	21	22	23	23
Acct. payable days	51	51	47	46	47
Cash cycle	**92**	**107**	**99**	**88**	**88**
Net debt/equity (%)	**4.1**	**10.1**	**1.5**	**Net cash**	**Net cash**
Net debt/total cap (%)	3.9	9.2	1.5	Net cash	Net cash
Current ratio (x)	1.84	1.79	2.09	2.41	2.74
Returns (%)					
Asset turnover (x)	0.69	0.68	0.67	0.67	0.67
Financial leverage (x)	1.81	1.86	1.86	1.80	1.74
EBIT margin (%)	31.8	27.9	27.5	27.6	27.5
Interest burden (x)	0.97	0.96	0.94	0.95	0.95
Tax burden (x)	0.71	0.63	0.64	0.64	0.64
ROE (%)	**27.6**	**21.3**	**20.8**	**20.2**	**19.5**
ROIC (%)	**26.7**	**20.8**	**21.2**	**21.4**	**21.1**

Source: Company data, Crosby Securities

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