

Sports Equipment Sales via Key Retail Formats in Austria to 2014

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Abstracts

Introduction

Datamonitor's 'Sports Equipment Sales via Key Retail Formats in Austria to 2014' databook provides market value data for seven key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Sports equipment retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include ball sports, adventure sports, fitness, golf, racket sports, winter sports, and other sports equipment

Current and forecast analysis of sales via major retail channels

in the sports equipment market as well as its sub-categories

Highlights

Sports equipment retail sales in Austria increased at a compound annual growth rate of 1.2% between 2004 and 2009.

Winter sports equipment sales led the sports equipment market with a share of 29.2% in 2009. Other specialists were the leading retail format for winter sports equipment in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the sports equipment market in Austria

Understand the future direction of the market with reliable historical data and full five year forecasting

Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology
Table of Contents
List of Figures
List of Tables

SPORTS EQUIPMENT RETAIL SALES OVERVIEW

Sports Equipment retail market definition
Sports equipment sales overview
Sports equipment retail sales value, 2004-09
Sports equipment retail sales value, 2009-14

SPORTS EQUIPMENT MARKET SEGMENTATION

Market sales analysis by category, 2004-09
Market sales analysis by category, 2009-14

SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Sports equipment sales analysis by key retail formats, overview
Sports equipment sales analysis by key retail formats actual, 2004-09
Sports equipment sales analysis by key retail formats forecast, 2009-14

ADVENTURE SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Adventure sports equipment sales analysis by key retail formats, overview
Adventure sports equipment sales analysis by key retail formats actual, 2004-09
Adventure sports equipment sales analysis by key retail formats forecast, 2009-14

BALL SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Ball sports equipment sales analysis by key retail formats, overview

Ball sports equipment sales analysis by key retail formats actual, 2004-09
Ball sports equipment sales analysis by key retail formats forecast, 2009-14

FITNESS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Fitness equipment sales analysis by key retail formats, overview
Fitness equipment sales analysis by key retail formats actual, 2004-09
Fitness equipment sales analysis by key retail formats forecast, 2009-14

GOLF EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Golf equipment sales analysis by key retail formats, overview
Golf equipment sales analysis by key retail formats actual, 2004-09
Golf equipment sales analysis by key retail formats forecast, 2009-14

OTHER SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Other sports equipment sales analysis by key retail formats, overview
Other sports equipment sales analysis by key retail formats actual, 2004-09
Other sports equipment sales analysis by key retail formats forecast, 2009-14

RACKET SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Racket sports equipment sales analysis by key retail formats, overview
Racket sports equipment sales analysis by key retail formats actual, 2004-09
Racket sports equipment sales analysis by key retail formats forecast, 2009-14

WINTER SPORTS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Winter sports equipment sales analysis by key retail formats, overview
Winter sports equipment sales analysis by key retail formats actual, 2004-09
Winter sports equipment sales analysis by key retail formats forecast, 2009-14

APPENDIX

Methodology
Exchange rates
Related research
Datamonitor consulting

Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Sports Equipment retail market definition

Table 2: Austria, sales of sports equipment, value (\$m), 2004-14

Table 3: Austria, sales of sports equipment, value (\$m and €m), 2004-09

Table 4: Austria, forecast sales of sports equipment, value (\$m and €m), 2009-14

Table 5: Austria, sales of sports equipment, value break down by category (\$m), 2004-09

Table 6: Austria, forecast sales of sports equipment, value break down by category (\$m), 2009-14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: Austria, sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 11: Austria, sports equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 12: Austria, adventure sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 13: Austria, adventure sports equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 14: Austria, ball sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 15: Austria, ball sports equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 16: Austria, fitness equipment, revenues split by key retail formats (\$m), 2004-09

Table 17: Austria, fitness equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 18: Austria, golf equipment, revenues split by key retail formats (\$m), 2004-09

Table 19: Austria, golf equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 20: Austria, other sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 21: Austria, other sports equipment forecast, revenues split by key retail formats (\$m), 2009-14

Table 22: Austria, racket sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 23: Austria, racket sports equipment forecast, revenues split by key retail formats

(\$m), 2009-14

Table 24: Austria, winter sports equipment, revenues split by key retail formats (\$m), 2004-09

Table 25: Austria, winter sports equipment forecast, revenues split by key retail formats (\$m), 2009-14

List Of Figures

LIST OF FIGURES

Figure 1: Austria, sales of sports equipment, value (\$m), 2004-14

Figure 2: Austria, sales of sports equipment, value (\$m), 2004-09

Figure 3: Austria, forecast sales of sports equipment, value (\$m), 2009-14

Figure 4: Austria, sales of sports equipment, value break down by category (%), 2009

Figure 5: Austria, sales of sports equipment, value break down by category (\$m), 2004-09

Figure 6: Austria, sales of sports equipment, value break down by category (%), 2014

Figure 7: Austria, forecast sales of sports equipment, value break down by category (\$m), 2009-14

Figure 8: Austria, sports equipment, revenue split by key retail formats (%), 2009

Figure 9: Austria, adventure sports equipment, revenue split by key retail formats (%), 2009

Figure 10: Austria, ball sports equipment, revenue split by key retail formats (%), 2009

Figure 11: Austria, fitness equipment, revenue split by key retail formats (%), 2009

Figure 12: Austria, golf equipment, revenue split by key retail formats (%), 2009

Figure 13: Austria, other sports equipment, revenue split by key retail formats (%), 2009

Figure 14: Austria, racket sports equipment, revenue split by key retail formats (%), 2009

Figure 15: Austria, winter sports equipment, revenue split by key retail formats (%), 2009

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