

Sports Equipment Sales via Key Retail Formats in South Africa to 2014

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Abstracts

Introduction

Datamonitor's 'Sports Equipment Sales via Key Retail Formats in South Africa 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 South Africa increased at a compound annual growth rate of 9.9% between 2004 and 2009.

Adventure sports equipment sales led the sports equipment market with a share of 29.3% in 2009. Other specialists were the leading retail format for adventure 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 South Africa

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

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