

# Boardsports Market Report: 2008 Edition

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## Abstracts

Boardsports is a growing market driven by preference for individual action sports. The apparel and accessories market for such sports is not limited to the actual participants, but includes all those who prefer brands and styles associated with it.

Board-based sports activities are growing rapidly in the US compared to other action sport categories. Including snowboarding in the Winter Olympics and greater TV coverage of surfing, snowboarding, and skateboarding have increased consumer awareness and helped in driving the popularity of boardsports.

The report focuses on the US boardsports market – value, growth rate, and segments. It also discusses the key trends prevalent in the market. The report provides comprehensive analysis of participation trends in the boardsports market. The report profiles the major market players, including their business strategies.

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