

Football Sportswear Market by Type (Footwear, Apparel, and Others), End User (Men, Women, and Children), and Distribution Channel (E-Commerce, Supermarkets/Hypermarkets, Brand Outlets, and Others): Global Opportunity Analysis and Industry Forecast 2021–2027

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Abstracts

The football sportswear market size was valued at \$89,505.0 million in 2019, and is estimated to reach \$114,414.1 million by 2027, registering a CAGR of 5.3% from 2021 to 2027.

Growth in popularity of football sports, increase in participation in football as players, and advancements in raw material used for making football footwear and apparel are expected to drive growth of the football sportswear market during the forecast period. Football sports is one of the internationally recognized and popular sports in the world and interest of people for football in developing countries such as India, Pakistan, and Indonesia has increased substantially. Moreover, across countries with football fans, the United Arab Emirates has topped the list in 2018, as 80% of the country's population are follow football; followed by Thailand, Chile, and Portugal. In addition, growth in admissions of children in football academy and growth in inclination of children toward sports and choosing sports as career further adds to growth of the football sportswear market.

Women is the new emerging audience in the sports industry as audience and their active participation in football propels growth of the market. Women are increasingly taking interest in football sports and governments are also promoting women to participate in sports by giving scholarships and allocating reserve seats in government

jobs for sportswomen. According to the BBC, difference between number of men and women playing sports in England has reduced to 1.55 million. The difference is further expected to reduce with more women participating in sports activities, thereby augmenting the market growth.

Football footwear has been gaining major share in the football sportswear market, and is expected to sustain this share during the forecast period. This is majorly attributed to advancements in footwear, designs, and quality of footwear. Furthermore, people playing football as recreational purposes and growth in health awareness and increasing obesity related problems further motivates people to play heavy exercise sports such as swimming, badminton, and football. Moreover, people are increasingly purchasing branded shoes and clothing as they desire to look like professional football players. Growth in participation of children in school and college level football events and tournaments further propels growth of the football sportswear market.

However, limited football fan following in developing countries and availability of counterfeit products is considerably expected to hinder growth of the football sportswear market during the forecast period. Furthermore, lack of proper facilities, ground, and motivation for football sports is expected to hamper growth of the global market.

The football sportswear market is segmented into type, end user, distribution channel, and region. On the basis of type, the market is categorized into footwear, apparel, and others. By end user, it is segregated into men, women, and children. On the basis of distribution channel, it is segmented into e-commerce, supermarkets/hypermarkets, brand outlets, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Russia, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, Australia, India, South Korea, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa).

The major players operating in the market are Adidas AG., Asics Corporation, Columbia Sportswear Company, Fila Holding Corporation, Lululemon Athletica, Inc., Nike, Inc., New Balance, Inc., Ralph Lauren Corporation, Puma SE and Under Armour, Inc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global football sportswear market, with current and future trends to elucidate the imminent investment pockets in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights business practices followed by leading market players across various regions.

KEY MARKET SEGMENTS

By Type

Footwear

Apparel

Others

By End User

Men

Women

Children

By Distribution Channel

E-commerce

Supermarkets/Hypermarkets

Brand Outlets

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Russia

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

Australia

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
 - 3.2.1.Top investment pockets
- 3.3.Value chain analysis
- 3.4.Porter's five forces analysis
- 3.5.Market dynamics
 - 3.5.1.Drivers
 - 3.5.1.1.Stunning advances in football sportswear
 - 3.5.1.2.Growing participation in football sport
 - 3.5.1.3.Increasing sportswomen
 - 3.5.1.4.Increase in purchasing power
 - 3.5.2.Restraints
 - 3.5.2.1.Fluctuating raw material prices and availability of counterfeit products
 - 3.5.2.2.Limited fan following and lack of awareness in Asia Pacific and Latin America Region
 - 3.5.3.Opportunity
 - 3.5.3.1.Growing popularity of football sport
 - 3.5.3.2.Increasing preference of youth to choose sports as careers
 - 3.5.3.3.Changes in lifestyle and growing disposable income
- 3.6.Market Share Analysis (2019)

- 3.6.1.By Type
- 3.6.2.By end user
- 3.6.3.By distribution channel
- 3.6.4.By Region
- 3.7.Pricing Analysis
- 3.8.Parent Market Analysis
- 3.9.Impact of Covid-19 on football sportswear market

CHAPTER 4:FOOTBALL SPORTSWEAR MARKET, BY TYPE

- 4.1.Overview
 - 4.1.1.Market size and forecast
- 4.2.Footwear
 - 4.2.1.Key market trends, growth factors, and opportunities
 - 4.2.2.Market size and forecast
- 4.3.Apparel
 - 4.3.1.Key market trends, growth factors, and opportunities
 - 4.3.2.Market size and forecast
- 4.4.Others
 - 4.4.1.Key market trends, growth factors, and opportunities
 - 4.4.2.Market size and forecast

CHAPTER 5:FOOTBALL SPORTSWEAR MARKET, BY END USER

- 5.1.Overview
 - 5.1.1.Market size and forecast
- 5.2.Men
 - 5.2.1.Key market trends, growth factors, and opportunities
 - 5.2.2.Market size and forecast
- 5.3.Women
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast
- 5.4.Children
 - 5.4.1.Key market trends, growth factors, and opportunities
 - 5.4.2.Market size and forecast

CHAPTER 6:FOOTBALL SPORTSWEAR MARKET, BY DISTRIBUTION CHANNEL

- 6.1.Overview

- 6.1.1. Market size and forecast
- 6.2. E-commerce
 - 6.2.1. Key market trends, growth factors, and opportunities
 - 6.2.2. Market size and forecast
- 6.3. Supermarket & Hypermarket
 - 6.3.1. Key market trends, growth factors, and opportunities
 - 6.3.2. Market size and forecast
- 6.4. Brand Outlets
 - 6.4.1. Key market trends, growth factors, and opportunities
 - 6.4.2. Market size and forecast
- 6.5. Others
 - 6.5.1. Key market trends, growth factors, and opportunities
 - 6.5.2. Market size and forecast

CHAPTER 7: FOOTBALL SPORTSWEAR MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast, by region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors, and opportunities
 - 7.2.2. Market size and forecast, by Type.
 - 7.2.3. Market size and forecast, by end user
 - 7.2.4. Market size and forecast, by distribution channel
 - 7.2.5. Market size and forecast, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Type
 - 7.2.5.1.2. Market size and forecast, by end user
 - 7.2.5.1.3. Market size and forecast, by distribution channel
 - 7.2.5.2. Canada
 - 7.2.5.2.1. Market size and forecast, by Type
 - 7.2.5.2.2. Market size and forecast, by End user
 - 7.2.5.2.3. Market size and forecast, by distribution channel
 - 7.2.5.3. Mexico
 - 7.2.5.3.1. Market size and forecast, by Type
 - 7.2.5.3.2. Market size and forecast, by end user
 - 7.2.5.3.3. Market size and forecast, by distribution channel
- 7.3. Europe
 - 7.3.1. Key market trends, growth factors, and opportunities
 - 7.3.2. Market size and forecast, by Type.

7.3.3. Market size and forecast, by end user

7.3.4. Market size and forecast, by distribution channel

7.3.5. Market size and forecast, by country

7.3.5.1. Germany

7.3.5.1.1. Market size and forecast, by Type

7.3.5.1.2. Market size and forecast, by end user

7.3.5.1.3. Market size and forecast, by distribution channel

7.3.5.2. UK

7.3.5.2.1. Market size and forecast, by Type

7.3.5.2.2. Market size and forecast, by End user

7.3.5.2.3. Market size and forecast, by distribution channel

7.3.5.3. France

7.3.5.3.1. Market size and forecast, by Type

7.3.5.3.2. Market size and forecast, by end user

7.3.5.3.3. Market size and forecast, by distribution channel

7.3.5.4. Russia

7.3.5.4.1. Market size and forecast, by Type

7.3.5.4.2. Market size and forecast, by end user

7.3.5.4.3. Market size and forecast, by distribution channel

7.3.5.5. Italy

7.3.5.5.1. Market size and forecast, by Type

7.3.5.5.2. Market size and forecast, by End user

7.3.5.5.3. Market size and forecast, by distribution channel

7.3.5.6. Spain

7.3.5.6.1. Market size and forecast, by Type

7.3.5.6.2. Market size and forecast, by end user

7.3.5.6.3. Market size and forecast, by distribution channel

7.3.5.7. Rest of Europe

7.3.5.7.1. Market size and forecast, by Type

7.3.5.7.2. Market size and forecast, by end user

7.3.5.7.3. Market size and forecast, by distribution channel

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by Type.

7.4.3. Market size and forecast, by end user

7.4.4. Market size and forecast, by distribution channel

7.4.5. Market size and forecast, by country

7.4.5.2. China

7.4.5.2.1. Market size and forecast, by Type

- 7.4.5.2.2. Market size and forecast, by end user
- 7.4.5.2.3. Market size and forecast, by distribution channel

7.4.5.3. India

- 7.4.5.3.1. Market size and forecast, by Type
- 7.4.5.3.2. Market size and forecast, by End user
- 7.4.5.3.3. Market size and forecast, by distribution channel

7.4.5.4. Japan

- 7.4.5.4.1. Market size and forecast, by Type
- 7.4.5.4.2. Market size and forecast, by end user
- 7.4.5.4.3. Market size and forecast, by distribution channel

7.4.5.5. Australia

- 7.4.5.5.1. Market size and forecast, by Type
- 7.4.5.5.2. Market size and forecast, by end user
- 7.4.5.5.3. Market size and forecast, by distribution channel

7.4.5.6. South Korea

- 7.4.5.6.1. Market size and forecast, by Type
- 7.4.5.6.2. Market size and forecast, by End user
- 7.4.5.6.3. Market size and forecast, by distribution channel

7.4.5.7. Rest of Asia-Pacific

- 7.4.5.7.1. Market size and forecast, by Type
- 7.4.5.7.2. Market size and forecast, by end user
- 7.4.5.7.3. Market size and forecast, by distribution channel

7.5. LAMEA

- 7.5.1. Key market trends, growth factors, and opportunities

- 7.5.2. Market size and forecast, by type.

- 7.5.3. Market size and forecast, by end user

- 7.5.4. Market size and forecast, by distribution channel

- 7.5.5. Market size and forecast, by country

7.5.5.1. Latin America

- 7.5.5.1.1. Market size and forecast, by Type
- 7.5.5.1.2. Market size and forecast, by end user
- 7.5.5.1.3. Market size and forecast, by distribution channel

7.5.5.2. Middle East

- 7.5.5.2.1. Market size and forecast, by Type
- 7.5.5.2.2. Market size and forecast, by End user
- 7.5.5.2.3. Market size and forecast, by distribution channel

7.5.5.3. Africa

- 7.5.5.3.1. Market size and forecast, by Type
- 7.5.5.3.2. Market size and forecast, by end user

7.5.5.3.3. Market size and forecast, by distribution channel

CHAPTER 8: COMPETITION LANDSCAPE

- 8.1. Top winning strategies
- 8.2. Product mapping
- 8.3. Competitive dashboard
- 8.4. Competitive heat map
- 8.5. Key developments
 - 8.5.1. Collaboration
 - 8.5.2. Product Launch

CHAPTER 9: COMPANY PROFILES

- 9.1. ADIDAS AG.
 - 9.1.1. Company overview
 - 9.1.2. Key Executives
 - 9.1.3. Company snapshot
 - 9.1.4. Product portfolio
 - 9.1.5. R&D Expenditure
 - 9.1.6. Business performance
 - 9.1.7. Key strategic moves and developments
- 9.2. ASICS CORPORATION
 - 9.2.1. Company overview
 - 9.2.2. Key Executives
 - 9.2.3. Company snapshot
 - 9.2.4. Product portfolio
 - 9.2.5. R&D Expenditure
 - 9.2.6. Business performance
 - 9.2.7. Key strategic moves and developments
- 9.3. COLUMBIA SPORTSWEAR COMPANY
 - 9.3.1. Company overview
 - 9.3.2. Key Executives
 - 9.3.3. Company snapshot
 - 9.3.4. Product portfolio
 - 9.3.5. Business performance
- 9.4. FILA HOLDING CORPORATION
 - 9.4.1. Company overview
 - 9.4.2. Key Executives

- 9.4.3. Company snapshot
- 9.4.4. Product portfolio
- 9.4.5. Business performance
- 9.4.6. Key strategic moves and developments
- 9.5. LULULEMON ATHLETICA, INC.
 - 9.5.1. Company overview
 - 9.5.2. Key Executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
- 9.6. NIKE, INC.
 - 9.6.1. Company overview
 - 9.6.2. Key Executives
 - 9.6.3. Company snapshot
 - 9.6.4. Product portfolio
 - 9.6.5. Business performance
 - 9.6.6. Key strategic moves and developments
- 9.7. NEW BALANCE, INC.
 - 9.7.1. Company overview
 - 9.7.2. Key Executives
 - 9.7.3. Company snapshot
 - 9.7.4. Product portfolio
- 9.8. RALPH LAUREN CORPORATION
 - 9.8.1. Company overview
 - 9.8.2. Key Executives
 - 9.8.3. Company snapshot
 - 9.8.4. Product portfolio
 - 9.8.5. Business performance
- 9.9. PUMA SE
 - 9.9.1. Company overview
 - 9.9.2. Key Executives
 - 9.9.3. Company snapshot
 - 9.9.4. Product portfolio
 - 9.9.5. Business performance
- 9.10. UNDER ARMOUR, INC.
 - 9.10.1. Company overview
 - 9.10.2. Key Executives
 - 9.10.3. Company snapshot

9.10.4.Product portfolio

9.10.5.Business performance

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 02.FOOTWEAR MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 03.APPAREL MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 04.OTHERS MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 05.GLOBAL FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USERS, 2019–2027 (\$MILLION)

TABLE 06.MEN FOOTBALL SPORTSWEAR MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 07.WOMEN FOOTBALL SPORTSWEAR MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 08.CHILDREN FOOTBALL SPORTSWEAR MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 09.FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 10.E-COMMERCE FOOTBALL SPORTSWEAR MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 11.SUPERMARKET & HYPERMARKET FOOTBALL SPORTSWEAR MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 12.BRAND OUTLETS FOOTBALL SPORTSWEAR MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 13.OTHERS FOOTBALL SPORTSWEAR MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 14.FOOTBALL SPORTSWEAR MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 15.NORTH AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 16.NORTH AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 17.NORTH AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 18.NORTH AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 19.U.S. FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 20.U.S FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 21.U.S. FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 22.CANADA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 23.CANADA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 24.CANADA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 25.MEXICO FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 26.MEXICO FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 27.MEXICO FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 28.EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 29.EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 30.EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 31.EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 32.GERMANY FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 33.GERMANY FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 34.GERMANY FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 35.UK FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 36.UK FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 37.UK FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 38.FRANCE FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 39.FRANCE FOOTBALL SPORTSWEAR MARKET REVENUE, BY END

USER, 2019–2027 (\$MILLION)

TABLE 40.FRANCE FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 41.RUSSIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 42.RUSSIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 43.RUSSIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 44.ITALY FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 45.ITALY FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 46.ITALY FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 47.SPAIN FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 48.SPAIN FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 49.SPAIN FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 50.REST OF EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 51.REST OF EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 52.REST OF EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 53.ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 54.ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 55.ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 56.ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 57.CHINA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 58.CHINA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 59.CHINA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 60.INDIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 61.INDIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 62.INDIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 63.JAPAN FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 64.JAPAN FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 65.JAPAN FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 66.AUSTRALIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 67.AUSTRALIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 68.AUSTRALIA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 69.SOUTH KOREA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 70.SOUTH KOREA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 71.SOUTH KOREA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 72.REST OF ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 73.REST OF ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 74.REST OF ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 75.LAMEA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 76.LAMEA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 77.LAMEA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 78.LAMEA FOOTBALL SPORTSWEAR MARKET REVENUE, BY COUNTRY,

2019–2027 (\$MILLION)

TABLE 79.LATIN AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 80.LATIN AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 81.LATIN AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 82.MIDDLE EAST FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 83.MIDDLE EAST FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 84.MIDDLE EAST FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 85.AFRICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 86.AFRICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY END USER, 2019–2027 (\$MILLION)

TABLE 87.AFRICA FOOTBALL SPORTSWEAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 88.ADIDAS AG: KEY EXECUTIVES

TABLE 89.ADIDAS AG : COMPANY SNAPSHOT

TABLE 90.ADIDAS AG: PRODUCT PORTFOLIO

TABLE 91.ADIDAS AG : R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 92.ADIDAS AG: NET SALES, 2017–2019 (\$MILLION)

TABLE 93.ASICS CORPORATION: KEY EXECUTIVES

TABLE 94.ASICS CORPORATION: COMPANY SNAPSHOT

TABLE 95.ASICS CORPORATION: PRODUCT PORTFOLIO

TABLE 96.ASICS CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 97.ASICS CORPORATION: NET SALES, 2017–2019 (\$MILLION)

TABLE 98.COLUMBIA SPORTSWEAR COMPANY: KEY EXECUTIVES

TABLE 99.COLUMBIA SPORTSWEAR COMPANY: COMPANY SNAPSHOT

TABLE 100.COLUMBIA SPORTSWEAR COMPANY: PRODUCT PORTFOLIO

TABLE 101.COLUMBIA SPORTSWEAR COMPANY: NET SALES, 2017–2019 (\$MILLION)

TABLE 102.FILA HOLDING CORPORATION: KEY EXECUTIVES

TABLE 103.FILA HOLDING CORPORATION: COMPANY SNAPSHOT

TABLE 104.FILA HOLDING CORPORATION: PRODUCT PORTFOLIO

TABLE 105.FILA HOLDING CORPORATION: NET SALES, 2017–2019 (\$MILLION)

TABLE 106.LULULEMON ATHLETICA, INC.: KEY EXECUTIVES

TABLE 107.LULULEMON ATHLETICA, INC.: COMPANY SNAPSHOT
TABLE 108.LULULEMON ATHLETICA, INC.: OPERATING SEGMENTS
TABLE 109.LULULEMON ATHLETICA, INC.: PRODUCT PORTFOLIO
TABLE 110.LULULEMON ATHLETICA, INC.: NET SALES, 2018–2020 (\$MILLION)
TABLE 111.NIKE, INC: KEY EXECUTIVES
TABLE 112.NIKE, INC: COMPANY SNAPSHOT
TABLE 113.NIKE, INC: PRODUCT PORTFOLIO
TABLE 114.NIKE, INC: NET SALES, 2018–2020 (\$MILLION)
TABLE 115.NEW BALANCE, INC.: KEY EXECUTIVES
TABLE 116.NEW BALANCE, INC: COMPANY SNAPSHOT
TABLE 117.NEW BALANCE, INC: PRODUCT PORTFOLIO
TABLE 118.RALPH LAUREN CORPORATION: KEY EXECUTIVES
TABLE 119.RALPH LAUREN CORPORATION: COMPANY SNAPSHOT
TABLE 120.RALPH LAUREN CORPORATION: PRODUCT PORTFOLIO
TABLE 121.RALPH LAUREN CORPORATION: NET SALES, 2017–2019 (\$MILLION)
TABLE 122.PUMA SE: KEY EXECUTIVES
TABLE 123.PUMA SE: COMPANY SNAPSHOT
TABLE 124.PUMA SE: PRODUCT PORTFOLIO
TABLE 125.PUMA SE: NET SALES, 2018–2020 (\$MILLION)
TABLE 126.UNDER ARMOUR, INC.: KEY EXECUTIVES
TABLE 127.UNDER ARMOUR, INC.: COMPANY SNAPSHOT
TABLE 128.UNDER ARMOUR, INC: PRODUCT PORTFOLIO
TABLE 129.UNDER ARMOUR, INC: NET SALES, 2017–2019 (\$MILLION)

List Of Figures

LIST OF FIGURES

- FIGURE 01.FOOTBALL SPORTSWEAR MARKET SNAPSHOT
- FIGURE 02.GLOBAL FOOTBALL SPORTSWEAR MARKET SEGMENTATION
- FIGURE 03.TOP INVESTMENT POCKETS
- FIGURE 04.VALUE CHAIN ANALYSIS
- FIGURE 05.LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 06.HIGH BARGAINING POWER OF BUYERS
- FIGURE 07.LOW THREAT OF SUBSTITUTION
- FIGURE 08.HIGH THREAT OF NEW ENTRANTS
- FIGURE 09.MODERATE INTENSITY OF COMPETITIVE RIVALRY
- FIGURE 10.FOOTBALL SPORTSWEAR MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES
- FIGURE 11.MARKET SHARE ANALYSIS BY TYPE
- FIGURE 12.MARKET SHARE ANALYSIS BY END USER
- FIGURE 13.MARKET SHARE ANALYSIS BY DISTRIBUTION CHANNEL
- FIGURE 14.MARKET SHARE ANALYSIS BY REGION
- FIGURE 15.PRICING ANALYSIS FOR GLOBAL FOOTBALL SPORTSWEAR MARKET
- FIGURE 16.PARENT MARKET ANALYSIS FOR GLOBAL FOOTBALL SPORTSWEAR MARKET
- FIGURE 17.GLOBAL FOOTBALL SPORTSWEAR MARKET, BY TYPE, 2019 (%)
- FIGURE 18.COMPARATIVE SHARE ANALYSIS OF FOOTWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 19.COMPARATIVE SHARE ANALYSIS OF APPAREL MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 20.COMPARATIVE SHARE ANALYSIS OF OTHERS MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 21.FOOTBALL SPORTSWEAR MARKET, BY END USERS, 2019 (%)
- FIGURE 22.COMPARATIVE SHARE ANALYSIS OF MEN FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 23.COMPARATIVE SHARE ANALYSIS OF WOMEN FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 24.COMPARATIVE SHARE ANALYSIS OF CHILDREN FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 25.GLOBAL FOOTBALL SPORTSWEAR MARKET, BY DISTRIBUTION CHANNEL, 2019 (%)
- FIGURE 26.COMPARATIVE SHARE ANALYSIS OF E-COMMERCE FOOTBALL

SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 27.COMPARATIVE SHARE ANALYSIS OF SUPERMARKET & HYPERMARKET FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 28.COMPARATIVE SHARE ANALYSIS OF BRAND OUTLETS FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 29.COMPARATIVE SHARE ANALYSIS OF OTHERS FOOTBALL SPORTSWEAR MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 30.FOOTBALL SPORTSWEAR MARKET, BY REGION, 2019 (%)

FIGURE 31.U.S.FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 32.CANADA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 33.MEXICO FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 34.GERMANY FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 35.UK FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 36.FRANCE FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 37.RUSSIA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 38.ITALY FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 39.SPAIN FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 40.REST OF EUROPE FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 41.CHINA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 42.INDIA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 43.JAPAN FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 44.AUSTRALIA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 45.SOUTH KOREA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 46.REST OF ASIA-PACIFIC FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 47.LATIN AMERICA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 48.MIDDLE EAST FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 49.AFRICA FOOTBALL SPORTSWEAR MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 50.TOP WINNING STRATEGIES, BY YEAR, 2017–2020*

FIGURE 51.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020* (%)

FIGURE 52.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020*

FIGURE 53.PRODUCT MAPPING OF TOP 10 KEY PLAYERS

FIGURE 54.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 55.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 56.ADIDAS AG : R&D EXPENDITURE, 2017–2019 (\$MILLION)

ADIDAS AG REGISTERED AN INCREASE IN NET SALES BY 5.8% FROM 2018 TO 2019, DUE TO SURGE IN THE SALES OF EUROPE.

FIGURE 57.ADIDAS AG: NET SALES, 2017–2019 (\$MILLION)

FIGURE 58.ADIDAS AG: REVENUE SHARE BY REGION, 2019(%)

FIGURE 59.ASICS CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 60.ASICS CORPORATION: NET SALES, 2017–2019 (\$MILLION)

FIGURE 61.ASICS CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 62.COLUMBIA SPORTSWEAR COMPANY: NET SALES, 2017–2019 (\$MILLION)

FIGURE 63.COLUMBIA SPORTSWEAR COMPANY: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 64.FILA HOLDING CORPORATION: NET SALES, 2017–2019 (\$MILLION)

FIGURE 65.LULULEMON ATHLETICA, INC.: NET SALES, 2018–2020 (\$MILLION)

FIGURE 66.LULULEMON ATHLETICA, INC: REVENUE SHARE BY SEGMENT, 2020 (%)

FIGURE 67.LULULEMON ATHLETICA, INC: REVENUE SHARE BY REGION, 2020 (%)

FIGURE 68.NIKE, INC.: NET SALES, 2018–2020 (\$MILLION)

FIGURE 69.NIKE, INC: REVENUE SHARE BY SEGMENT, 2020 (%)

RALPH LAUREN REGISTERED DECREASE IN NET SALE BY 2.1% FROM 2018 TO 2019, DUE TO THE FALL IN THE SALES OF NORTH AMERICA COMPARED TO THE PREVIOUS YEAR.

FIGURE 70.RALPH LAUREN CORPORATION: NET SALES, 2017–2019 (\$MILLION)

FIGURE 71.RALPH LAUREN CORPORATION: REVENUE SHARE BY REGION, 2019

(%)

FIGURE 72.PUMA SE: NET SALES, 2018–2020 (\$MILLION)

FIGURE 73.PUMA SE: REVENUE SHARE BY GEOGRAPHY, 2020 (%)

FIGURE 74.UNDER ARMOUR, INC: NET SALES, 2017–2019 (\$MILLION)

FIGURE 75.UNDER ARMOUR, INC: REVENUE SHARE BY SEGMENT, 2019 (%)

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