

# Asia Pacific Athletic Apparel and Footwear Market Outlook to 2019 - Surging Growth with Online Marketplaces

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## Abstracts

The Report titled “Asia Pacific Athletic Apparel and Footwear Market Outlook to 2019 – Surging Growth with Online Marketplaces” provides an in-depth analysis of the Asia Pacific athletic apparel and footwear market and major countries such as Japan, China, Australia and India. The report covers specific insights on the market size in terms of value and volume, segmentation by geography, by online/ offline sales and athletic apparel, footwear product wise (Cross Training shoes, running and jogging shoes, basketball shoes, skating shoes, indoor sportswear, training wear, golf wear, outdoor wear, soccer wear, lifestyle wear, baseball wear, tennis wear, fitness wear and others) segmentation by major countries, recent trends and developments and future outlook of the athletic apparel and footwear market in Asia Pacific region.

### Asia Pacific

The athletic apparel market in Asia-Pacific region has showcased a persistent trajectory of growth over the period 2009-2014. This was due to an increase in the purchasing power of the people and higher household budget allocation on athletic apparel and footwear as a result of the sound economic condition and better employment opportunities in the region. Additionally, mounting consumer confidence in the sports apparel and footwear industry has driven the market in the region. In a nutshell, the athletic apparel and footwear market in Asia Pacific region has grown from USD ~ million in 2009 to USD ~million during 2014 in value terms, at a CAGR of 13% during the period. The revenues of the athletic apparel and footwear industry in the Asia Pacific region are expected to grow from USD ~ million in 2014 to ~ million during 2019. This market is envisaged to apprehend at a considerable CAGR growth rate of 16.3% during the period 2015-2019. In more developed markets of the Asia-Pacific region, including

countries such as China, India and Australia the offerings from the market players are expected to be diverse, focused mainly on customized demands. Additionally, the market is predicted to witness expansion in terms of the newer technologies, coupled with newer fashion trends.

## China

The structure of Chinese sportswear industry has changed overtime in terms of the business model and distribution platform. The growth of the overall GDP in the country, rising income levels and shift in consumption preferences of increasingly affluent consumers has stimulated the demand for sportswear in the country. A combination factors such as governmental support and promotion of sporting programs for the public, hosting of international sports events; increasing media exposure and rapid development of the economy have been the key drivers to sustain double digit growth for China's sportswear market during the period of 2009-2014. The overall market revenues of China athletic apparel and footwear market have enhanced at a substantial CAGR of 18.4% during the review period, with revenues being registered at USD ~ million during 2014. Sportswear in China has been primarily dominated by the athletic apparel, which commanded a major share of ~% in the overall revenues of the athletic apparel and footwear market during 2014. The athletic apparel and footwear market of China in the future is envisaged to augment at the CAGR of 21.5% during 2015-2019, with revenues are expected to reach about USD ~ billion by 2019.

## Japan

The athletic wear market in Japan has observed a weak growth over the timeframe 2009-2014. The slow growth of the overall GDP in the country, rising inflation, occurrence of catastrophic events such as the tsunami, earthquakes and nuclear disasters have adversely affected the growth of the market. The athletic apparel and footwear market of Japan has registered a CAGR of 1.7% during 2009-2014 and elevated revenues from USD ~ million in 2009 to USD ~ million in 2014. The market for athletic apparel in Japan is majorly dominated by local players including Descente, Goldwin, Mizuno, Asics and others. The market in 2014 was led by the domestic player Descente with share of ~% in total athletic apparel market. Japan athletic apparel and footwear market is likely to augment at a positive yet slow CAGR of 1.9% during 2015-2019 with the impact of rising health consciousness due to a running boom, changing consumer preferences, evolving distribution channels and rapid online migration.

## Australia

The Australian sportswear market witnessed downfall in 2010 and 2011, however experienced rapid growth, particularly over the last two years due to the amplified desire for participation in sports and fitness activities among the masses. The athletic apparel and footwear market in Australia recorded revenues of USD ~ million in 2009 and reached a figure of USD ~ million by the end of 2014, witnessing a CAGR of 1.7%. The Australian Athletic Apparel and Footwear market is competitive and well serviced by domestic players. The market is characterized by severe competition due to which leading companies compete on the basis of prices. The prospect of the athletic footwear market in Australia seems to be favorable as the preference for a healthy lifestyle gains continuous momentum amongst the population of Australia. Further, the sporting events to be held in the near future will continue to impel the demand for athletic apparels and footwear in Australia. The athletic apparel and footwear market in Australia is expected to reach USD ~ billion in 2019 as compared to USD ~ million in 2015, thereby growing at a CAGR of 10.7% from 2015-2019.

## India

The athletic apparel and footwear industry in India has witnessed phenomenal growth over the past seven years and has occupied a place of prominence in the Indian economy in terms of its massive potential for employment generation and export. India athletic apparel and footwear market has considerably enhanced at a healthy CAGR of 27.7% during the period 2009-2014. Several factors, including a thriving middle-class population, a paradigm shift in consumers' attitude to health and fitness, an increase in the number of sports events and the growth of organized retail are anticipated to drive the market in the coming years. The athletic apparel and footwear market revenues in the future are expected to augment at the CAGR of ~% during 2015-2019, reaching revenue to USD ~ billion in 2019.

### Key Topics Covered in the Report:

The market size of Asia Pacific athletic apparel and footwear market in terms of revenue.

Asian market segmentation by geographies covering China, Japan, Australia and India

Competitive Landscape of Major players operating in Asia Pacific athletic

apparel and footwear market.

Future outlook and projections of athletic apparel and footwear market in Asia Pacific region.

China athletic apparel and footwear market size, segmentation, entry barriers, SWOT Analysis, trends and developments, market share of major companies in the industry.

Japan athletic apparel and footwear market size, segmentation, entry barriers, SWOT analysis, market share of major companies in the industry.

Australia athletic apparel and footwear market size, segmentation, trends and developments, SWOT analysis, competitive landscape of major companies in the industry.

India athletic apparel and footwear market size, segmentation, trends and developments, SWOT Analysis, market share of major companies in the industry.

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