

# Australia Athletic Apparel and Footwear Industry Outlook to 2017 - Surging Participation in Sports Paving Way for Growth

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## Abstracts

### EXECUTIVE SUMMARY

The report titled “Australia Athletic Apparel and Footwear Industry Outlook to 2017-Surging Participation in Sports Paving Way for Growth” provides a comprehensive analysis of the market size of the Australia athletic apparel and footwear industry, market segmentation of athletic apparel by gender and athletic footwear by various categories of athletic footwear. The report also provides the competitive landscape of major players in Australia athletic wear market along with major trends and developments of athletic apparel and footwear industry in Australia. An analysis of the future of Australia athletic apparel and footwear industry is provided on the basis of revenue of the market over next five years.

The athletic apparel market in Australia is small, competitive and well serviced by domestic companies. The sports apparel and footwear market in the country is characterized by intense competition which poses major threat to the leading companies. The competition in sportswear industry in the country is not confined to the presence of major international brands alone. Several regional and national competitors also provide inferior quality goods at low prices. The market in Australia, majorly represented by the operations of Rebel Sports, Amart All Sports, Lorna Jane and others is highly competitive. The domestic brands have captured the market share of international giants and strengthened its foothold on large scale in the country.

The Australian market for sports apparel has experienced rapid growth over the last two years due to the increased desire for participation in sports and fitness activities among the masses. The revenue of the athletic apparel industry in Australia has grown at a CAGR of grew by 8.3% from 2006-2012. The revenue inclined from USD ~ million in

2006 to USD ~ million in 2012.

Over the period 2006-2009, the athletic footwear market has showcased considerable growth due to major sporting events held in the country during the period. This has in turn amplified the demand for athletic footwear in the country. The athletic footwear market revenue in Australia has increased from USD ~ million in 2006 to USD ~ million in 2012.

Men's wear is the largest segment of Australia athletic apparel market. The segment held ~% of the athletic apparel market in the country in 2012 and was valued at USD ~ million. Out of the total athletic apparel market in Australia of USD ~ million, women contributed nearly ~% to the overall athletic apparel market in 2012.

Running shoes held the dominant share of ~% in the overall athletic footwear market in Australia and generated revenue worth USD ~ million in 2012. Athletic leisure footwear was the second largest contributor to the athletic footwear market in Australia accounting for a share of nearly ~% in 2012. Cross training footwear held third position in athletic footwear market in Australia, accounting for nearly ~% of the overall market in 2012, followed by football, court indoor and outdoor sports footwear and basket footwear together contributing nearly ~% to the market in 2012.

In 2011, specialty sports store and general clothing store contributed around ~% and ~% of the total athletic apparel market sales respectively. Moreover, the people in Australia seem to have showcased their preference for online purchases of athletic apparel which has impelled the contribution of the online and internet purchases to ~% in 2011. The Australian athletic apparel market is fragmented with the presence of several players, of which Rebel Sports contributed around ~% of the total revenue of the athletic apparel market in 2011, followed by Amart All Sports contributing nearly ~% to the overall market.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the Asia-Pacific athletic apparel and footwear Industry, 2006-2012.

The market size of the athletic apparel and footwear market in the countries such as China, Japan, Australia and India, 2006-2012.

Market segmentation of athletic apparel market in Australia by gender, 2012

Market Segmentation of athletic footwear market in Australia by Product Categories such as cross training, running, basketball among others, 2012

Market Share of distribution channels in athletic apparel market in Australia ,2011

Market Share of distribution channels in athletic footwear market in Australia ,2011

Competitive Landscape of Major Domestic Players in Australia Athletic Apparel and Footwear Market

Trends and developments in athletic apparel and footwear market in Australia

Future outlook and projections of the basis of revenue in Australia athletic apparel and footwear market, 2013-2017

Future outlook and projections of the basis of revenue in Asia-Pacific and by countries: China, Japan, Australia and India, 2013-2017

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