

# Australia Golf Industry Outlook to 2018 - Increasing Baby Boomer Golfers to Impel Growth

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## Abstracts

The report titled “Australia Golf Industry Outlook to 2018 - Increasing Baby Boomer Golfers to Impel Growth” provides a comprehensive analysis of the market dynamics of the golf industry in Australia. The report has highlighted major segments of the golf industry on the basis of golf events, golf tourism and golf equipment and apparels market. The report has discussed golf equipment and apparels market size in terms of value and market segmentation of on the basis of golf clubs, golf balls, golf apparels, golf shoes, golf bags and golf gloves. The report also entails the competitive landscape of major players in Australia golf equipment and apparels market. An analysis of the future of golf equipment and apparels market in Australia is provided on the basis of revenue of the market over next five years. The report also highlights the golf infrastructure and number of golfers in Australia.

The golf economy in Australia was USD ~ million in 2008 and has been constantly shrinking in terms of the market size in the last six years due to declining golf participation rate all over the country. Previously golf which was considered as a growing industry in Australia, has now been facing sudden changes in terms of the consumer choices, competition from new and high quality commercial golf courses among real estate developers and rivalry among various golf facilities for equity based membership, which hampered the participation rate of people in golf and golf industry size in Australia.

Australia has positioned itself as a ‘golfing mecca’ in order to push its tourism industry as well as golf tourism. Top 6 golf courses of Australia in order to drive the future golf demand in the nation had formed alliance with Tourism Australia in 2011. It was projected that total Australia golf tourism market revenue was worth USD ~ million in 2008.

The golf equipment and apparel market has undergone certain transition with the changing golfers' demography in the country. Over the last six years, golf equipment and apparels market have showcased down trends and registered a negative CAGR of ~% from 2008-2013. Golf equipment and apparels market in Australia is a mature market and comprises of golf clubs, golf balls, golf shoes, apparels, bags and golf gloves. The domestic market for golf equipment and apparels has recorded revenue worth USD ~ million in 2013, which has fallen from USD ~ million in 2008. The demand for golf equipment has always been higher among the ageing golfers populace. Thus, over the years, Australia golf equipment and apparels market was driven by baby boomer population.

Golf industry has drastically come under distress which has left numerous golf clubs in Australia under financial constraints and challenges since the year 2000. At present, the country recorded ~ golf courses/clubs in 2013, which has inclined from ~ courses in 2008. New South Wales/ Australian Capital Territory region contributed a share of ~% to the total golf clubs in Australia in 2013. In 2013, golfer population in Australia was estimated ~ (above the age of 15 years), which has declined marginally in comparison to ~ in 2008 and thereby registering a flat CAGR from 2008-2013. Male golfers' population accounted a share of ~% in the total golfers' population in Australia in 2013. Majority of golf involvement belongs to age group of 55 years and over, with nearly ~% share of the national golfer's population in 2013.

Golf clubs held the dominant share of ~% in the overall golf equipment and apparel market in Australia and generated revenue worth USD ~ million in 2013 in contrast to USD ~ million in 2008. The major golf brands, which directly and indirectly operating the country are Callaway Golf, Ping Golf, TaylorMade- Adidas, Oakley, Bridgestone Golf, Odyssey, Nike golf, Adam Golf, Wilson Staff, Cleveland, Mizuno Golf and Titleist. However, the most dominant brands include Callaway Golf, Ping, TaylorMade-Adidas and Titleist in Australia. Australia golf equipment and apparels market is projected to witness a negative growth in all the product segments except in golf apparels in the next five years. The market is likely to reach USD ~ million by 2018 from USD ~ million in 2013, and will thereby register a negative CAGR of 2.7% from 2014-2018.

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

Asia-Pacific Golf Equipment and Apparels Market Size by Revenue, 2008-2013

Asia-Pacific Golf Equipment and Apparels Market Size by Geography such as

China, Japan, Australia and India, 2008-2013

Introduction of Australia Golf industry

Overview of Australia Golf Tourism Market and Australia Golf Events Market

Australia Golf Equipment and Apparels Market Size by Revenue, 2008-2013

Market Segmentation of Australia Golf Equipment and Apparels Market by Products, 2008-2013

Trends and Developments in Australia Golf Equipment and Apparels Market

Future Outlook and Projections of Australia Golf Equipment and Apparels Market, 2014-2018

Analysis of Golf Infrastructure in Australia

SWOT Analysis of Australia Golf Industry

Macroeconomic Factors of Australia Golf industry, Historicals and Projected

Trends and Developments in Asia-Pacific Golf Equipment and Apparels Market

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