

China Golf Industry Outlook to 2018 - Steered by Rising Number of Golf Courses and Golfer's Population

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Abstracts

The report titled “China Golf Industry Outlook to 2018 - Steered by Rising Number of Golf Courses and Golfer’s Population” provides a comprehensive analysis of the market dynamics of the golf industry in China. The report has highlighted major segments of the golf industry on the basis of golf events, golf tourism and golf equipment and apparels market. In golf equipment and apparels market, the report has discussed market size in terms of value and market segmentation on the basis of golf equipment and golf apparels. The report also entails the market share of the major players in China golf equipment and apparels industry. An analysis of the future of golf equipment and apparels market in China 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 China.

The golf industry in China has evolved remarkably both in terms of the nature of the sport and market size over the past one decade. The development of domestic golf market was fueled by strong economic growth and huge investment prospective from the overseas market into the new golf courses development in the recent years. In addition to this, growing number of golf courses as compared to that in the past, increasing per capita income per person, increasing golf sport awareness and recognition of golfers in China in the international golf events, golf tourism and real estate development are few more factors which have supported the China’s golf industry growth rate over the years.

Initially, the golf industry development was sluggish across country and prior to 1990, there were merely 10 courses in the entire China. The first modern golf course in China was named, Chung Shan Hot Springs in Zhongshan, Guangdong in 1984. With

economic growth, the existing golf courses facilities have reached to ~ in 2013. Further, it is expected that golf facilities market will more than double in the next five-six years and reach to over ~ golf courses by 2020.

Although China is an importer of golf infrastructure but for golf equipment and apparels, China is an exporter. In the last five years, nearly ~ golf courses were developed and almost all heavy golf equipment such as irrigation system, green grasses and other high end technologies were imported from the US, Taiwan and Japan. Approximately, ~ golf courses in China have relied on imported golf technologies. On the other hand, many international golf manufacturers have set up their factories in China so as to bring down their production cost and majority of golf goods are imported rather than consumed by the domestic golfers. As a consequence of this, golfers in China prefer international brands to domestic manufactured golf goods. Thus, there is lack of domestic competition with the foreign brands.

Golf equipment and apparels market in China generated revenue worth around USD ~ million in 2013, registering a CAGR of 9.7% from 2008-2013. TaylorMade- Adidas is known for its moveable-weight technology and held the largest share in the market capturing ~% of the China golf equipment and apparels market in 2013. The vast golf product range and continuous R&D endeavors along with its popularity among the masses have been the key factors responsible for the dominant share of TaylorMade in China. The golf equipment and apparel revenue in the country will reach USD ~ million in 2015 from USD ~million in 2013 and will further rise by 10.4% and ~% in 2017 and 2018 respectively to reach USD ~ million in 2018. Overall golf equipment and apparel market is anticipated to grow consistently at a double digit CAGR during 2013-2018, similar to the last five year growth trend.

Nevertheless, certain issues will hinder the market growth in the next five years. These include low proportion of golfers in comparison to population of China. China had only ~% of golfer's strength in 2013, when compared to overall population of China. Additionally, China had ~% of the total golf courses in the world in 2013 while the US had more than 38% of world golf courses during the year. Golfer's to course ratio in the country is also very small in comparison to developed golf market nation such as the US, Japan and European countries.

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 China Golf industry

Overview of China Golf Tourism Market and China Golf Events Market

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

Market Segmentation of China Golf Equipment and Apparels Market by Products, 2013

Trends and Developments in China Golf Equipment and Apparels Market

Market Share of Major Players in Golf Equipment and Apparels Market, 2013

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

Analysis of Golf Infrastructure in China

SWOT Analysis of China Golf Industry

Macroeconomic Factors of China Golf industry

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

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