

India Golf Industry Outlook to 2018 - Increasing Golf Real Estate Projects to Escalate Growth

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Abstracts

The report titled “India Golf Industry Outlook to 2019 – Increasing Golf Real Estate Projects to Escalate Growth” provides a comprehensive analysis of the market dynamics of the golf industry in India. The report has highlighted major segments of the golf industry on the basis of golf events, golf tourism, golf equipment and apparels market and golf courses development and operation 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 major players in India golf equipment and apparels industry. An analysis of the future of golf equipment and apparels market in India 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 India.

With rising income level of middle income group, growing purchasing power, rising middle class populace, corporate events, talk shows, media exposure and greater participation in sport by youth, golf as a sport has developed remarkably in India in the last couple of years.

Golf on a global level, is a very popular game which is played by millions of people. Nevertheless, India golf demand in particular, is merely a fraction in comparison to the global golf industry. Golf industry in India is at early development stages, which has gained popularity among urban populace. Along with real estate projects, golf has emerged as a very powerful industry that has been attracting a large portion of the populace in the country. On the basis of percentage, return of investment on standalone golf facilities is usually low. Thus, from the profit point of view, it is wiser to develop a golf facility with real estate project. Further, Land obligation for a golf course area differs by the purpose of it. The average cost to build an 18-hole golf course in India is

approximately USD ~. While a standard Golf Course can be built in between USD ~ per acre, it does not include any civil building works.

An upward transition has been observed in the interest level for golf especially among young people in the country. This was mainly due to the affordability and availability of the sport. Historically as well as in the present times, there has been handful of golfers in India. A total of ~ golfers and ~ golf courses were recorded in the country in 2013. In addition to this, currently, India has around ~ golf courses of international standards. Further, several golf competitions held in the country also drew significant attention from domestic and international tourists. It has been found that majority of business & professional purpose tourists played golf during their trip to India as they considered golf sport as medium to improve business network in 2013.

The golf equipment and apparels market was valued at USD ~ million in FY'2014 which has inclined from USD ~ million in FY'2008, registering a CAGR of 8% over a period of FY'2008-FY'2014. The market has recorded revenue of USD ~ million in FY'2007. The market has grown at a rate of ~% over the period of FY'2007- FY'2013 while ~% growth rate was witnessed from FY'2010-FY'2013. Golf clubs and balls has been the major contributor to the golf equipment and apparels market in India with a share of approximately ~% in FY'2014 and value sales of USD ~ million as of FY'2014. In FY'2013, the most selling club was drivers, which held a share of ~% to the Indian golf clubs market. Further, the sale through India online golf retail market has recorded a share of ~% in FY'2014 to the golf equipment and apparels market in India. The concept of online golf retailing was introduced in the last couple of years in the Indian market.

India golf equipment and apparels market is concentrated by international players which includes Callaway Golf India, TaylorMade Golf, Titleist, Nike and Ping. The market is led by TaylorMade- Adidas India which accounted for a share of approximately ~% in Indian golf equipment and apparels market in FY'2013. Nevertheless, the structural changes in the management and the decision to shut their direct operations of TaylorMade- Adidas in the Indian market, has drastically declined the revenue growth of the industry during the year 2013. This in turn provided impetus to Callaway golf, which captured a significant market position in golf industry in India and has emerged as the largest seller of golf equipment in the domestic market in FY'2014, with a share of ~% to the market. In near term, the market of golf equipment and apparels market in the country is anticipated to reach USD ~ million in FY'2019 from USD ~ million in FY'2014, thus growing at a CAGR of ~% during FY'2015-FY'2019.

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 India Golf industry

Overview of India Golf Course Development and Operations Market, India Golf Tourism Market and India Golf Events Market

India Golf Equipment and Apparels Market Size by Revenue, FY'2008-FY'2014

Market Segmentation of India Golf Equipment and Apparels Market by Products and Distribution Channel, FY'2008-FY'2014

Trends and Developments in India Golf Equipment and Apparels Market

Market Share of Major Players in Golf Equipment and Apparels Market

Future Outlook and Projections of India Golf Equipment and Apparels Market, FY'2015-FY'2019

Analysis of Golf Infrastructure in India

Top Golf Courses in India, 2013

SWOT Analysis of India Golf Industry

Macroeconomic Factors of India Golf industry

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

Future Outlook and Projections of Asia-Pacific Golf Equipment and Apparels Market Size by Geography such as China, Japan, Australia and India, 2014-2018

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