

India Sports Equipment Market Outlook to FY'2018- Surging Popularity of Badminton and Volleyball to Spur Growth

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Abstracts

The report titled “India Sports Equipment Industry Outlook to FY’2018 - Surging Popularity of Badminton and Volleyball to Spur Growth” provides a comprehensive analysis of the market size of the India Sports Equipment Industry, market segmentation by sports category, by equipments and by sports equipment manufacturing clusters. The report also entails the market share of leading companies in overall sports equipments, cricket bats, hockey sticks, tennis racquets, footballs and competitive landscape of major domestic players in sports equipment market in India. The report also provides the major trends and developments of the industry in India. An analysis of the future of the Sports equipments Market in India is provided on the basis of revenue of the market over next five years.

The fortune of sports equipment industry is highly dependent on factors such as population growth, performance of Indian players in the international events and introduction of sports leagues in India.

The factors such as budding awareness of the urban and middle and high income population about fitness have ultimately boosted the sports equipment market in India. It has been observed that with global integration, the culture of the workplace in India is changing. Many multinational organizations have in-house gymnasiums or sponsor their staff for fitness activities such as gymnasiums, golf’s and yoga. Additionally, some multinational companies organize intra-office sports events such as cricket or volleyball tournaments. Further, India has hosted some international sports events, such as common wealth, cricket tournaments and others, which has boosted the demand for sports equipments and has increased sports awareness in India. As a result, the Indian government is now focusing on sports promotion, training and infrastructure and exports

of sporting goods in India.

The sports equipment market in India was valued at INR ~ million in FY'2013 thus growing at a CAGR of 12.7% from FY'2007- FY'2013. The contribution of cricket equipments in overall sports equipment market in India escalated from ~% in FY'2011 to ~% in FY'2012. Cricket bats have held the lion's share of ~% in the cricket equipment market in India. Popular willow bats have contributed the largest share of ~% in the cricket bats market and generated revenue worth INR ~ million in FY'2013.

Football equipments held the third largest share of ~% in the overall sports equipment market in India. The football equipment market in India has grown at a CAGR of 11.0% and reached INR ~ million in FY'2013. In FY'2013, the tennis equipment market reached INR ~ million as compared to INR ~ million in FY'2007. Golf equipment was the tenth largest contributor to the market with a share of ~% in FY'2013.

Badminton racquets contributed 40.9% in the India badminton equipment market and recorded revenue of INR 1,729.1 in FY'2013. Football nets accounted for ~% share in the football equipment market in India and were valued at INR ~ million in FY'2013.

Bhalla International is the largest player in the Indian Sports Equipment market with a market share of ~ followed by Gareware-wal ropes with market share of ~%, Metco Sports, Sansparelis Greenland Private Limited with a market share of ~% and ~% respectively in FY'2013.

Sansparelis Greenland is the leading manufacturer of cricket equipments in India, with a market share of ~%, followed by BDM Sports contributing ~% share in the market. The football equipment market in India, on the other hand, is majorly concentrated among a few large manufacturers including Nivia with a market share of ~%, Cosco with ~%, and Vicky Sport with ~% in FY'2013. Soccer International and Savi International are among the other major players in the sector.

KEY TOPICS COVERED IN THE REPORT

The market size of the India sports equipment industry by revenue, FY'2007-FY'2013.

The market size of the India sports equipment industry by domestic and exports market in revenue, FY'2007-FY'2013.

Market segmentation of sports equipment market in India by sports category, FY'2013

Market Segmentation of sports equipment market in India by equipments , FY'2013

Market Segmentation of sports equipment market in India by sports equipment manufacturing clusters, FY'2013.

Market Share of leading players in overall sports equipment market in India by contribution in percentage(%), FY'2013

Market Share of leading players in cricket bat market in India by contribution in percentage(%),FY'2013

Market Share of leading players in football market in India by contribution in percentage(%),FY'2013

Market Share of leading players in hockey sticks market in India by contribution in percentage(%),FY'2013

Market Share of leading players in tennis racquets market in India by contribution in percentage(%),FY'2013

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Competitive Landscape of major domestic players in manufacturing of sports equipments in India.

Trends and developments in sports equipment market.

Future outlook and projections of the basis of revenue in India sports equipment market and by sports category, FY'2014-FY'201

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