

# Japan Golf Industry Outlook to 2018 - Driven by Rising Demand for Women Golf Apparels

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## Abstracts

The report titled “Japan Golf Industry Outlook to 2018 - Driven by Rising Demand for Women Golf Apparels” provides a comprehensive analysis of the market dynamics of the golf industry in Japan. The report has highlighted major segments of the golf industry on the basis of golf events, golf tourism, golf equipment and apparels market, golf courses and driving ranges 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 clubs, golf balls, golf goods, golf wear and other golf goods. The report also entails the market share of the major players in Japan golf equipment and apparels industry. An analysis of the future of golf equipment and apparels market in Japan 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 Japan.

Japan golf industry recorded a negative CAGR of 2.6% from 2008-2013. The market has experienced a decline in terms of revenues over the last five years and the revenues generated by the market reached USD ~ million in 2013 decreasing from USD ~ million in 2008. The major reason for deterioration in the overall revenue of the industry was due to decline in the total golf participation rate, allied with the significant drop in the expenditure pattern per household on the sporting goods and recreational activities.

Golf economy in Japan consists of golf courses revenues, driving ranges revenues and sales of golf equipment and apparels. The contribution of golf courses revenue has declined from ~% in the year 2008 to ~% in 2013. On the other hand, drive range revenue and sales of equipment and apparels segments have increased within the industry and held a share of ~% and ~% respectively in Japan golf market during 2013.

The golf equipment and apparels market in Japan consists of golf clubs, golf balls, golf goods, golf wear and other golf goods. While golf clubs, golf goods, golf wear and other golf goods categories have showcased a steady growth within the golf equipment and apparels market in the last few years, there has been a decline in the revenue of golf balls category. Japan golf clubs market revenue amounted to USD ~ million in 2013 against USD ~ million in 2010 and registered a CAGR of 1.1% during the period of 2008-2013. Golf wear has the second largest share in golf equipment and apparels market in Japan and accounted for ~% share in the overall market in 2013. In 2013, female golf wear accounted ~% share in the overall golf wear market revenue while men golf market contributed a share of ~%.

The market in 2013 was led by the domestic player Dunlop Sports with ~% contribution to the golf equipment and apparels market revenue. Currently, the company is marketing three golf brands in Japan, named Srixon, XXIO and Cleveland. The second leading player in golf equipment and apparels market in Japan is TaylorMade-Adidas Golf which contributed ~% to the overall revenue of golf equipment and apparels in 2013. The company generated total revenue of USD ~ million from global sales and USD ~ million from Japan golf equipment and apparels in 2013. Others brands such as Titleist, Bridgestone, Maruman, Macgregor, Yonex, Honma, Kasko, PRGR, Katana and others contributed a share of ~% to the overall market in 2013.

Japan has one of the highest number of golf courses in Asia-Pacific region. However, a negative CAGR of 0.7% was recorded in the growth of golf courses in Japan during 2008-2013. Pacific Golf Management (PGM) Group has the highest number of golf courses in Japan, with ~ owned, leased and contracted golf courses. The company owned around ~% of the total golf courses in Japan in 2008 which has inclined to ~% in 2013. Japan also has around ~ driving ranges in 2013 which are spread all over the country. Golf courses and driving ranges have been serving around ~ million golfers, on an average ever year.

Over the next five years, the golf market in Japan is anticipated to be gloomy. By 2018, golf industry is estimated to reach USD ~ million and thereby registering a negative CAGR of 0.4% over a period of 2014-2018. The dwindling golfers in the country over the next couple of years are likely to hamper the growth of the market. Nonetheless, focus towards baby boomer population, creating golf awareness among youth, increasing golf popularity among female, increase in number of golf tournaments for handicap and amateurs golfers and golf tourism expansion are few attempts that golf courses operators and associations are executing to boost the golf enthusiasm in the country.

## 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

Overview of Japan Golf Tourism Market and Japan Golf Events Market

Japan Golf Market Size by Revenue, 2008-2013

Japan Golf Market Segmentation by Golf Courses Revenues; Driving Ranges Revenues and Sale of Golf Equipment and Apparels, 2008-2013

Market Segmentation of Japan Golf Equipment and Apparels Market by Products 2010-2013

Market Share of Major Players in Golf Equipment and Apparels Market

Trends and Developments in Japan Golf Equipment and Apparels Market

Analysis of Golf Infrastructure in Japan

Major Golf Management Groups in Japan

SWOT Analysis of Japan Golf Industry

Macroeconomic Factors of Japan Golf industry, Current and Projections

Future Outlook and Projections of Japan Golf Market and Market Segments, 2014-2018

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