

# The US Sports Equipment Industry Outlook to 2017 - Online Sales of Sports Equipments Gaining Traction

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## Abstracts

### Executive Summary

The report titled “The US Sports Equipment Industry Outlook to 2017 – Online Sales of Sports Equipments Gaining Traction” provides a comprehensive analysis of the various aspects such as the market size of the US sports equipment, fitness equipment, hunting and firearms equipment, golf equipment, fishing equipment, camping and other sports equipment industry. The report discusses in detail the market share of major players (such as Titleist, Taylormade, Nike Golf, Ping Golf, Callaway and others) in the Golf Equipment and of major retailers (Dicks Sporting Goods, Target Sports, Academy and Sports + Outdoor and others) in the US sports equipment market. The publication also covers trends and development, imports and exports, macro-economic factors and future outlook of the industry in the US.

The US sports equipment market, which is hugely driven by number of retailing establishments, personal disposable income, and number of sports participants in the US, registered revenues of USD ~ million in 2012. Over time, sports equipments have become much more technology oriented and sophisticated in terms of usage and durability. For example, the increasing role of carbon fibers and nanotechnology in the manufacturing and designing of sports equipments have been witnessed in the last few years. Few of those equipments encompass golf clubs, baseball bats, hockey sticks and tennis racquets. The US sports equipment market has grown at a CAGR of 2.1% from USD 27,294.0 million in 2006 to USD ~ million in FY'2012.

The sports equipment market in terms of the total number of manufacturers is contingently concentrated. Approximately, there are 1,800 companies in the industry, of which 50% are larger players, which accounted for nearly 60% of the overall sales of

sports equipment in 2012. The manufacturing of sports equipment is labor oriented. However, equipment manufacturers have been deploying high-tech machinery and computer systems in order to optimize their manufacturing costs. Increased advancements in the product and manufacturing technology linked with sports equipment manufacturing operations, internet and the e-commerce bubble has given this market a tremendous amount of hike in sales.

In the year 2012, the US fitness equipment market clocked revenues of USD ~ million grew at the marginal rate of 3%. The market witnessed a hike in the sales of treadmills, elliptical machines and fitness cycles during this year, which are the major segments of the US fitness equipment market.

The fishing equipment market has been one of the major contributors to the overall revenues of the US Sports equipment market in the past six consecutive years. In 2012, 33 million people, aged 16 and older, participated in the sport fishing activity and spent USD 48.0 billion on equipment, licenses, trips and other fishing-related items or events.

The US golf equipment market is one of the largest in the world and is in a long way driven by the presence of advanced golf facilities. The market for golf equipments has witnessed a modest growth in recent times. The year 2010 marked a significant increase in the revenues from the golf equipment market in the US. The market for golf equipments was led by Titleist, which accounted for ~% share of the overall golf equipment business in the year 2012. In the year 2012, Adidas-Taylormade witnessed a share of ~% in the golf equipment market, declining from ~% in 2011. The company is a consolidation of three major golf players including TaylorMade, Adidas Golf and Ashworth.

Revenues from the sports equipment industry in the US are expected to expand to USD ~ million in FY'2017, growing with a CAGR of ~% from FY'2012 to FY'2017.

### **Key Topics Covered in the Report**

The market size of the US sports equipment industry, hunting and firearms equipment market, exercise equipment market, golf equipment market, fishing equipment market, camping equipment market and other sports equipment market.

Market segmentation of the US sports equipment industry on the basis of types of sports activities, age of participants, gender of participants, channel of

distribution and annual household income of the US population.

Market segmentation of the market for hunting and firearm equipments, exercise equipments, golf equipments, fishing and camping equipments.

Imports and exports of sports equipments.

Trends and Development in the US sports equipment industry.

Competitive landscape and detailed company profiles of the major players of sports equipment in US.

Future outlook and projections of the sports equipment market in the US.

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