

# The US Athletic Apparel and Footwear Industry Outlook to 2015 - Evolving Niche Segments in Sportswear



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## The US Athletic Apparel and Footwear Industry Outlook to 2015 - Evolving Niche Segments in Sportswear

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The report titled “The US Athletic Apparel and Footwear Industry Outlook to 2015 – Evolving Niche Segments in Sportswear” discusses in details various aspects of the US Sportswear Market with the focus on the competition and evolving niche segments such as toning wears for Joggers. The report covers the comprehensive analysis on the market size of Athletic Apparel and Footwear, per capita expenditure, market segmentation, competitive landscape and company profiles of major players operating in the US. The report also entails the SWOT analysis of the athletic apparel industry and the footwear industry in the US. The future projections and outlook provide an insight on the future growth drivers and challenges in the US athletic apparel and footwear industry.

The US is one of the largest markets for athletic apparels and footwear in the world. The athletic apparel and footwear market in the US over the years has showcased an underlying potential on account of growing product categories and increasing preference amongst the population in the US. In 2010, a surging demand was witnessed for performance athletic apparels and footwear due to the increasing number of athletes and the growing health awareness amongst the people of the US which led to the increased participation in varied fitness activities, especially running, training, biking and skating. The athletic apparel and footwear market was valued at USD ~ million in 2010 which has grown at a positive CAGR of 0.8% in the last 5 years despite the negative growth in 2008 and 2009.

The market is largely penetrated with the presence of several global and domestic marketers of athletic apparel and footwear such as NIKE, Adidas, Foot Locker, VF Corp., Under Armour, Asics and others competing to sustain themselves. Top 6 players contributed around ~% of the total athletic apparel market revenue in the US in 2010. NIKE, the leading brand in the US athletic apparel market has gained a competitive edge over the years with its innovative marketing techniques and preference for performance athletic apparels. Moreover, a total number ~ store across the US has helped the company to penetrate the US market.

The future of the Athletic apparel market in the short run seems to be promising as the Olympic Games 2012, London and the European Football Tournament 2012 are approaching, following which the market is expected to witness a major demand for performance athletic apparels in the year 2011 and 2012. The personal consumption expenditure is expected to close the year 2011 at USD ~ million and is projected to reach USD ~ million by 2015.

The Athletic footwear in the US grew by 2.38% to USD ~ million in 2010 after a decline in period from 2008-2009. The market in 2010 registered a strong demand for walking, running, basketball, training and toning shoes. It was witnessed that the “back to school” period from July to September contributed around ~% of the athletic footwear sales in the US in 2010.

The Athletic footwear market has witnessed a strong demand for female athletic shoes, especially from the school/college going teens and young mothers. While, teens primarily demand for training and sports-inspired casual shoes for their outdoor usage, mothers have showcased preference for toning and running/jogging shoes. It was recorded in 2010 that more than ~ million people in the US participated in jogging and running, to stay healthy and lead an active lifestyle.

The athletic footwear in the US is supplied to the end consumers through several distribution channels, of

which the sporting goods stores and the discount stores gained popularity as the preferred medium for the purchase of athletic footwear. In 2010, sporting goods stores and discount stores contributed around ~% and ~% of the total athletic footwear market sales respectively.

NIKE is the largest athletic footwear marketer in the US with around ~% contribution of the total revenue of the US athletic footwear market. In 2010, the majority of the athletic footwear market revenue was contributed by the top 5 players such as NIKE, Foot Locker, Skechers, Adidas Group and Puma while around ~% of the athletic footwear market revenue was contributed by marketers such as Asics and several other domestic and niche footwear marketers.

The future of the athletic footwear market is likely to be favorable as the preference for a healthy lifestyle gains continuous momentum amongst the population of the US. The women segment will continue to dominate the future athletic footwear purchases in the US along with an increasing preference towards fitness and sports activities. The personal spending on the athletic footwear is projected to grow at an expected 5 year CAGR 4.5% to USD ~ million by 2015.

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

- The market size of the US Athletic Apparel and Footwear industry on the basis of personal consumption expenditure and per capita expenditure, 2005-2010
- Market segmentation of the US athletic apparel and footwear industry by gender and product category, 2010
- Recent trends and developments in the industry
- SWOT analysis of the US athletic apparel and footwear industry
- Market share of the major athletic apparel and footwear players operating in the US, 2010
- Company profiles of leading players in athletic and fashion apparel
- Future outlook and projections of the personal consumption expenditure on athletic apparel and footwear, 2011-2015

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