

Analyzing the Market for Athletic Footwear in the US

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Abstracts

Just like any other industry, the athletic footwear industry in the United States was not left impervious from the ill-effects of recession. The market demand fell almost by a three percent during the economic meltdown. Frugal consumer spending, with the prime-shopping motif being value for money, resulted in erosion in sales of high-end, expensive, premium brands. The recession induced price sensitivity, and trading down to lower price points, has therefore constricted revenues in the marketplace, albeit expanding opportunities to value brands and private label brands.

The recession has therefore highlighted the relationship between income and sports, especially individual sports like golf, tennis, swimming, and soccer, among others. A recessionary backlash is forecast to be on cards with customers who have switched to value shopping, due to the current economic situation, most likely to persist with the newly acquired frugality for a long time into the foreseeable future. Key factors fingered for the drop in sports participation, especially among lower income households, include high unemployment rates and the resulting loss of corporate benefits. For most sporadic players, footwear is not a necessity when income levels fall behind the inflation curve.

The major players in the market are Nike, New Balance, Skechers, Adidas, amongst others. Premium priced branded athlete footwear market, which exhibited resilience at the start of the recession, has witnessed quick deterioration in business opportunities, with the number of sports participants and enthusiasts declining. The economic pressures of the recession impacted consumers' interest in taking up sports, and the drop in sports participation is reflected in the widespread postponement of renewal of club membership fees.

Sharpening the blow on the athletic shoes market was the dearth of fashion innovation, which was also the result of investment cutbacks on product development by manufacturers. Against this backdrop, global market for Athletic Footwear is expected to

increase at a modest pace during 2007 through 2016 period. But there is no ignoring the fact that sports shoes have penetrated into all facets of mainstream America, covering the feet of both the high-level competitor and the fund-raising marathoner. They have also become a fashion statement and even assist in the everyday task of conveying the rest of us to work.

Aruvians Rsearch analyzes the athletic footwear market in the US in its research offering *Analyzing the Market for Athletic Footwear in the US*. The report is a complete analysis of the industry through the leading segments of basketball footwear, casual athletic footwear, running footwear, and other athletic footwear.

The report analyzes the US market for athletic footwear through an industry overview, an analysis of the market demand, as well as an analysis of the market by different types of athletic footwear.

Industry trends across different types of segments are analyzed, followed by an analysis of the industry structure. Import/export of athletic footwear is also looked at.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as Nike Inc, Adidas AG, and others is carried out through a corporate profile, business segment analysis, financial analysis, industry presence, and a SWOT analysis, completing this comprehensive analysis of the Athletic Footwear Industry in the US.

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