

Sporting Goods & Equipments Market in the US – PEST Framework Analysis

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Abstracts

The sporting goods and equipment industry's major segments are sports apparel, athletic footwear and sporting goods equipment. This industry includes those companies that design, manufacture, and/or market sporting and athletic gear, including apparel and equipment for fishing, hunting, hiking, golf, tennis, baseball, basketball, football, biking, rollerblading, snowboarding, skateboarding, surfing, skiing, and hockey, along with playground and play scape equipment.

Aruvian's R'search analyzes the Sporting Goods & Equipments Market in the United States in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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