

# Global Athletic Equipment and Footwear Market Size study, by Type (Equipment and Footwear) and Regional Forecasts 2021-2027

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## Abstracts

Global Athletic Equipment and Footwear Market is valued approximately at USD 265.01 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 8.6% over the forecast period 2021-2027. There has been continuous innovation sports related equipment and products to improve the performance of players. For instance, in 2021, ADIDAS relaunched their iconic 1998 PREDATOR football shoes, which is expected to boost the market demand for football shoes. Also, in 2021, FC Barcelona launched Nike's 'FC Barcelona Vapor Knit' new training kit that features the latest generation Vapor Knit technology, thus creating a demand for innovative sportswear. The global Athletic Equipment and Footwear market is also being driven by increase in government investment for promoting sports. For instance, in 2018, India launched Khelo India Youth Games to promote national level multidisciplinary grassroots games in India. Furthermore, increasing investments in sports tournaments, increase in the number of sports stores and growing awareness about physical activity coupled with strong mental strength from sports, will provide new opportunities for the global Athletic Equipment and Footwear industry. Increase in the sports tournaments also leads to the rise in the number of sports players and participants, in turn growing the demand for the market. For instance, as per the International Olympic Committee, the number of players participated in 2016 Olympics increased by 470 from 2012. For instance, in July 2018, Bausch & Lomb Inc launched six stores under the brand name John Jacobs in India, to increase the market base. However, high prices of popular branded products and easy availability of affordable false products under the popular sports brands like Nike, Adidas, and Puma may impede market growth over the forecast period of 2021-2027.

The key regions such as Asia Pacific, North America, Europe, Latin America, and Rest

of the World are considered for the regional analysis of the global Athletic Equipment and Footwear Market. North America is the leading region across the world in terms of market share due growing adoption of new and advanced technologies, popularity of sports equipment and rising number of sports events in the region. Whereas Asia Pacific is anticipated to grow at the fastest rate over the forecast period 2021-2027, due to the rising disposable income, rising incidences of injuries, increasing demand for fashion-friendly sports apparel and government initiatives to promote sports activities and events in the region.

Major market player included in this report are:

Adidas AG  
Asics Corporation  
Brooks Running Company  
Fila Holdings Corporation  
Li Ning Company Limited  
New Balance, Inc.  
Nike, Inc.  
Puma SE  
Skechers USA, Inc  
Under Armour, Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Equipment  
Footwear

By Region:

North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Athletic Equipment and Footwear Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Athletic Equipment and Footwear Market , by Region, 2019-2027 (USD Billion)
  - 1.2.2. Athletic Equipment and Footwear Market, by Type, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL ATHLETIC EQUIPMENT AND FOOTWEAR MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL ATHLETIC EQUIPMENT AND FOOTWEAR MARKET DYNAMICS**

- 3.1. Athletic Equipment and Footwear Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing product innovation
    - 3.1.1.2. Rising government investment in promoting sports
  - 3.1.2. Market Restraint
    - 3.1.2.1. High Costs of popular branded products
    - 3.1.2.2. Easy availability of affordable false products
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rise in the number of sports stores
    - 3.1.3.2. Growing awareness about health benefits of physical activity

### **CHAPTER 4. GLOBAL ATHLETIC EQUIPMENT AND FOOTWEAR MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL ATHLETIC EQUIPMENT AND FOOTWEAR MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Athletic Equipment and Footwear Market by Type, Performance - Potential Analysis
- 5.3. Global Athletic Equipment and Footwear Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
- 5.4. Athletic Equipment and Footwear Market , Sub Segment Analysis
  - 5.4.1. Equipment
  - 5.4.2. Footwear

## **CHAPTER 6. GLOBAL ATHLETIC EQUIPMENT AND FOOTWEAR MARKET , REGIONAL ANALYSIS**

- 6.1. Athletic Equipment and Footwear Market , Regional Market Snapshot
- 6.2. North America Athletic Equipment and Footwear Market
  - 6.2.1. U.S. Athletic Equipment and Footwear Market
    - 6.2.1.1. Type breakdown estimates & forecasts, 2018-2027
  - 6.2.2. Canada Athletic Equipment and Footwear Market
- 6.3. Europe Athletic Equipment and Footwear Market Snapshot
  - 6.3.1. U.K. Athletic Equipment and Footwear Market
  - 6.3.2. Germany Athletic Equipment and Footwear Market
  - 6.3.3. France Athletic Equipment and Footwear Market

- 6.3.4. Spain Athletic Equipment and Footwear Market
- 6.3.5. Italy Athletic Equipment and Footwear Market
- 6.3.6. Rest of Europe Athletic Equipment and Footwear Market
- 6.4. Asia-Pacific Athletic Equipment and Footwear Market Snapshot
  - 6.4.1. China Athletic Equipment and Footwear Market
  - 6.4.2. India Athletic Equipment and Footwear Market
  - 6.4.3. Japan Athletic Equipment and Footwear Market
  - 6.4.4. Australia Athletic Equipment and Footwear Market
  - 6.4.5. South Korea Athletic Equipment and Footwear Market
  - 6.4.6. Rest of Asia Pacific Athletic Equipment and Footwear Market
- 6.5. Latin America Athletic Equipment and Footwear Market Snapshot
  - 6.5.1. Brazil Athletic Equipment and Footwear Market
  - 6.5.2. Mexico Athletic Equipment and Footwear Market
- 6.6. Rest of The World Athletic Equipment and Footwear Market

## **CHAPTER 7. COMPETITIVE INTELLIGENCE**

- 7.1. Top Market Strategies
- 7.2. Company Profiles
  - 7.2.1. Adidas AG
    - 7.2.1.1. Key Information
    - 7.2.1.2. Overview
    - 7.2.1.3. Financial (Subject to Data Availability)
    - 7.2.1.4. Product Summary
    - 7.2.1.5. Recent Developments
  - 7.2.2. Asics Corporation
  - 7.2.3. Brooks Running Company
  - 7.2.4. Fila Holdings Corporation
  - 7.2.5. Li Ning Company Limited
  - 7.2.6. New Balance, Inc.
  - 7.2.7. Nike, Inc.
  - 7.2.8. Puma SE
  - 7.2.9. Skechers USA, Inc
  - 7.2.10. Under Armour, Inc

## **CHAPTER 8. RESEARCH PROCESS**

- 8.1. Research Process
  - 8.1.1. Data Mining

- 8.1.2. Analysis
- 8.1.3. Market Estimation
- 8.1.4. Validation
- 8.1.5. Publishing
- 8.2. Research Attributes
- 8.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Athletic Equipment and Footwear Market , report scope

TABLE 2. Global Athletic Equipment and Footwear Market estimates & forecasts by region 2018-2027 (USD Billion)

TABLE 3. Global Athletic Equipment and Footwear Market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 4. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 5. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. Global Athletic Equipment and Footwear Market by segment, estimates & forecasts, 2018-2027 (USD Billion)



TABLE 19. Global Athletic Equipment and Footwear Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. U.S. Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. U.S. Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. U.S. Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. Canada Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. Canada Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. Canada Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. UK Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. UK Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. UK Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. Germany Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. Germany Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. Germany Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. France Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. France Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. France Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. Spain Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. Spain Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. Spain Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Italy Athletic Equipment and Footwear Market estimates & forecasts,

2018-2027 (USD Billion)

TABLE 39. Italy Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 40. Italy Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. ROE Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 42. ROE Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. ROE Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. China Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 45. China Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. China Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. India Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 48. India Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. India Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. Japan Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 51. Japan Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. Japan Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Australia Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 54. Australia Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Australia Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. South Korea Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 57. South Korea Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 58. South Korea Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 59. ROPAC Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 60. ROPAC Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 61. ROPAC Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 62. Brazil Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 63. Brazil Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 64. Brazil Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 65. Mexico Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 66. Mexico Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 67. Mexico Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 68. ROLA Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 69. ROLA Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 70. ROLA Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 71. ROW Athletic Equipment and Footwear Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 72. ROW Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 73. ROW Athletic Equipment and Footwear Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 74. List of secondary sources used in the study of global Athletic Equipment and Footwear Market .

TABLE 75. List of primary sources used in the study of global Athletic Equipment and Footwear Market .

TABLE 76. Years considered for the study.

TABLE 77. Exchange rates considered.



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Athletic Equipment and Footwear Market , research methodology
- FIG 2. Global Athletic Equipment and Footwear Market , market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Athletic Equipment and Footwear Market , key trends 2020
- FIG 5. Global Athletic Equipment and Footwear Market , growth prospects 2021-2027
- FIG 6. Global Athletic Equipment and Footwear Market , porters 5 force model
- FIG 7. Global Athletic Equipment and Footwear Market , pest analysis
- FIG 8. Global Athletic Equipment and Footwear Market , value chain analysis
- FIG 9. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Athletic Equipment and Footwear Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Athletic Equipment and Footwear Market , regional snapshot 2018 & 2027
- FIG 18. North America Athletic Equipment and Footwear Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Athletic Equipment and Footwear Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Athletic Equipment and Footwear Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Athletic Equipment and Footwear Market 2018 & 2027 (USD Billion)
- FIG 22. Global Athletic Equipment and Footwear Market , company market share analysis (2020)

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