

# **Global Ski Gear & Equipment Market Size study, byType (Skis & Snowboard, Ski Boots, Ski Apparel, and Ski Protection), By Application (Alpine, and Nordic), byDistribution Channels (Online Retail Stores, and Offline Retail Stores)and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Ski Gear & Equipment Market is valued at approximately XX in 2021 and is anticipated to grow with a healthy growth rate of more than 3.5% over the forecast period 2022-2028. The ski industry relies heavily on the snow season. Increased ski infrastructure, increased helmet usage, and a growing number of initiatives to increase skiing participation are expected to drive up demand for ski gear. People's awareness of the use of helmets and other ski equipment continues to rise as a result of growing concerns about injuries caused by skiing, which is expected to drive market growth during the forecast period. In the near future, these trends of evolving snow sports infrastructure are expected to boost the scope of ski equipment and gear products. Skiing is now considered in global sporting events such as the Olympics due to its growing popularity. Skiing is divided into three categories: cross-country skiing, Alpine skiing, and ski touring. The demand for various types of ski gear and equipment has increased significantly as the number of participants in sports has increased. According to a Club Med article, approximately 28% of Europeans visited France for their last ski vacation between 2017 and 2018, making it one of their favourite ski destinations. In addition, approximately 8.5 million people ski in the country. Adding to that, skiing is one of the most popular sports in Germany, accounting for 13% of total consumer spending on sports. Furthermore, for winter sportsmen and women in Germany, there are approximately 950 km of ski slopes, 3,000 km of cross-country tracks, and nearly 2,000 ski lifts, providing ample opportunities for ski gear and

equipment manufacturers to target enthusiasts. The global ski equipment and gear market is highly consolidated, with many large and mid-sized competitors. The key vendors compete fiercely, resulting in the introduction of many innovative ski gears and equipment to the market. For instance, Maier Sports debuted its new PFC-free ski clothing collection for the 2020-21 winter season in October 2020. Jackets and pants were part of the extensive collection, which features a unique sizing system that ensures Maier Sports' 'Perfect Fit' promise, with up to 36 different sizes of trousers available. Similarly, in January 2020, Icelantic Skis unveiled the Saba Pro and Nia, two new Pro-collab skis. However, the market for ski gear and equipment is expected to be hampered by serious accidents and mountain avalanches.

The key regions considered for the global Ski Gear & Equipment market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is likely to dominate the market. The increase in skier visits in the region is primarily responsible for this expansion. Because of increased government programmes to encourage ski participation, Asia Pacific has the fastest-growing market for ski wear and equipment.

Major market players included in this report are:

Amer Sports Oyj  
Fischer Sports GmbH  
Black Diamond Equipment  
Groupe Rossignol  
Coalition Snow  
Helly Hansen  
Voelki Int. GmbH  
K2 Sports LLC  
Alpina DOO  
Clarus

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:

Skis & Snowboard  
Ski Boots  
Ski Apparel  
Ski Protection

By Application:

Alpine

Nordic

By Distribution Channel:

Online Retail Stores

Offline Retail Stores

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Ski Gear & Equipment 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

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