

Global Costume Rentals Market Research Report 2024(Status and Outlook)

https://marketpublishers.com/r/G77FB316A87EEN.html

Date: August 2024 Pages: 95 Price: US\$ 3,200.00 (Single User License) ID: G77FB316A87EEN

Abstracts

Report Overview

This report provides a deep insight into the global Costume Rentals market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Costume Rentals Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Costume Rentals market in any manner.

Global Costume Rentals Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product,



sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

The Costumer

American Conservatory Theater

The Theatre Co

Theatrical Costume Company

Broadway Costumes, Inc

TMT Company

Mardi Gras Costume Shop

Market Segmentation (by Type)

Women

Men

Kids

Market Segmentation (by Application)

ΤV

Film

Others

Geographic Segmentation

North America (USA, Canada, Mexico)



Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Costume Rentals Market

Overview of the regional outlook of the Costume Rentals Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors



You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support



In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Costume Rentals Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share,



product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.



Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Costume Rentals
- 1.2 Key Market Segments
- 1.2.1 Costume Rentals Segment by Type
- 1.2.2 Costume Rentals Segment by Application
- 1.3 Methodology & Sources of Information
- 1.3.1 Research Methodology
- 1.3.2 Research Process
- 1.3.3 Market Breakdown and Data Triangulation
- 1.3.4 Base Year
- 1.3.5 Report Assumptions & Caveats

2 COSTUME RENTALS MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 COSTUME RENTALS MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Costume Rentals Revenue Market Share by Company (2019-2024)
- 3.2 Costume Rentals Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Costume Rentals Market Size Sites, Area Served, Product Type
- 3.4 Costume Rentals Market Competitive Situation and Trends
- 3.4.1 Costume Rentals Market Concentration Rate
- 3.4.2 Global 5 and 10 Largest Costume Rentals Players Market Share by Revenue
- 3.4.3 Mergers & Acquisitions, Expansion

4 COSTUME RENTALS VALUE CHAIN ANALYSIS

- 4.1 Costume Rentals Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF COSTUME RENTALS MARKET



- 5.1 Key Development Trends
 5.2 Driving Factors
 5.3 Market Challenges
 5.4 Market Restraints
 5.5 Industry News
 5.5.1 Mergers & Acquisitions
 5.5.2 Expansions
 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 COSTUME RENTALS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Costume Rentals Market Size Market Share by Type (2019-2024)
- 6.3 Global Costume Rentals Market Size Growth Rate by Type (2019-2024)

7 COSTUME RENTALS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Costume Rentals Market Size (M USD) by Application (2019-2024)
- 7.3 Global Costume Rentals Market Size Growth Rate by Application (2019-2024)

8 COSTUME RENTALS MARKET SEGMENTATION BY REGION

- 8.1 Global Costume Rentals Market Size by Region
- 8.1.1 Global Costume Rentals Market Size by Region
- 8.1.2 Global Costume Rentals Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Costume Rentals Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Costume Rentals Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia



8.4 Asia Pacific

- 8.4.1 Asia Pacific Costume Rentals Market Size by Region
- 8.4.2 China
- 8.4.3 Japan
- 8.4.4 South Korea
- 8.4.5 India
- 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Costume Rentals Market Size by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Costume Rentals Market Size by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 The Costumer
 - 9.1.1 The Costumer Costume Rentals Basic Information
 - 9.1.2 The Costumer Costume Rentals Product Overview
 - 9.1.3 The Costumer Costume Rentals Product Market Performance
 - 9.1.4 The Costumer Costume Rentals SWOT Analysis
 - 9.1.5 The Costumer Business Overview
- 9.1.6 The Costumer Recent Developments
- 9.2 American Conservatory Theater
 - 9.2.1 American Conservatory Theater Costume Rentals Basic Information
 - 9.2.2 American Conservatory Theater Costume Rentals Product Overview
 - 9.2.3 American Conservatory Theater Costume Rentals Product Market Performance
- 9.2.4 American Conservatory Theater Costume Rentals SWOT Analysis
- 9.2.5 American Conservatory Theater Business Overview
- 9.2.6 American Conservatory Theater Recent Developments

9.3 The Theatre Co

- 9.3.1 The Theatre Co Costume Rentals Basic Information
- 9.3.2 The Theatre Co Costume Rentals Product Overview



- 9.3.3 The Theatre Co Costume Rentals Product Market Performance
- 9.3.4 The Theatre Co Costume Rentals SWOT Analysis
- 9.3.5 The Theatre Co Business Overview
- 9.3.6 The Theatre Co Recent Developments

9.4 Theatrical Costume Company

- 9.4.1 Theatrical Costume Company Costume Rentals Basic Information
- 9.4.2 Theatrical Costume Company Costume Rentals Product Overview
- 9.4.3 Theatrical Costume Company Costume Rentals Product Market Performance
- 9.4.4 Theatrical Costume Company Business Overview
- 9.4.5 Theatrical Costume Company Recent Developments
- 9.5 Broadway Costumes, Inc
 - 9.5.1 Broadway Costumes, Inc Costume Rentals Basic Information
 - 9.5.2 Broadway Costumes, Inc Costume Rentals Product Overview
 - 9.5.3 Broadway Costumes, Inc Costume Rentals Product Market Performance
- 9.5.4 Broadway Costumes, Inc Business Overview
- 9.5.5 Broadway Costumes, Inc Recent Developments

9.6 TMT Company

- 9.6.1 TMT Company Costume Rentals Basic Information
- 9.6.2 TMT Company Costume Rentals Product Overview
- 9.6.3 TMT Company Costume Rentals Product Market Performance
- 9.6.4 TMT Company Business Overview
- 9.6.5 TMT Company Recent Developments

9.7 Mardi Gras Costume Shop

- 9.7.1 Mardi Gras Costume Shop Costume Rentals Basic Information
- 9.7.2 Mardi Gras Costume Shop Costume Rentals Product Overview
- 9.7.3 Mardi Gras Costume Shop Costume Rentals Product Market Performance
- 9.7.4 Mardi Gras Costume Shop Business Overview
- 9.7.5 Mardi Gras Costume Shop Recent Developments

10 COSTUME RENTALS REGIONAL MARKET FORECAST

- 10.1 Global Costume Rentals Market Size Forecast
- 10.2 Global Costume Rentals Market Forecast by Region
- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Costume Rentals Market Size Forecast by Country
- 10.2.3 Asia Pacific Costume Rentals Market Size Forecast by Region
- 10.2.4 South America Costume Rentals Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Consumption of Costume Rentals by

Country



11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

- 11.1 Global Costume Rentals Market Forecast by Type (2025-2030)
- 11.2 Global Costume Rentals Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS





List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Costume Rentals Market Size Comparison by Region (M USD)
- Table 5. Global Costume Rentals Revenue (M USD) by Company (2019-2024)
- Table 6. Global Costume Rentals Revenue Share by Company (2019-2024)
- Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Costume Rentals as of 2022)
- Table 8. Company Costume Rentals Market Size Sites and Area Served
- Table 9. Company Costume Rentals Product Type
- Table 10. Global Costume Rentals Company Market Concentration Ratio (CR5 and HHI)
- Table 11. Mergers & Acquisitions, Expansion Plans
- Table 12. Value Chain Map of Costume Rentals
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Costume Rentals Market Challenges
- Table 18. Global Costume Rentals Market Size by Type (M USD)
- Table 19. Global Costume Rentals Market Size (M USD) by Type (2019-2024)
- Table 20. Global Costume Rentals Market Size Share by Type (2019-2024)
- Table 21. Global Costume Rentals Market Size Growth Rate by Type (2019-2024)
- Table 22. Global Costume Rentals Market Size by Application
- Table 23. Global Costume Rentals Market Size by Application (2019-2024) & (M USD)
- Table 24. Global Costume Rentals Market Share by Application (2019-2024)
- Table 25. Global Costume Rentals Market Size Growth Rate by Application (2019-2024)
- Table 26. Global Costume Rentals Market Size by Region (2019-2024) & (M USD)
- Table 27. Global Costume Rentals Market Size Market Share by Region (2019-2024)
- Table 28. North America Costume Rentals Market Size by Country (2019-2024) & (M USD)
- Table 29. Europe Costume Rentals Market Size by Country (2019-2024) & (M USD)
- Table 30. Asia Pacific Costume Rentals Market Size by Region (2019-2024) & (M USD)

Table 31. South America Costume Rentals Market Size by Country (2019-2024) & (M

USD)



Table 32. Middle East and Africa Costume Rentals Market Size by Region (2019-2024) & (M USD)

Table 33. The Costumer Costume Rentals Basic Information

Table 34. The Costumer Costume Rentals Product Overview

Table 35. The Costumer Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)

- Table 36. The Costumer Costume Rentals SWOT Analysis
- Table 37. The Costumer Business Overview
- Table 38. The Costumer Recent Developments
- Table 39. American Conservatory Theater Costume Rentals Basic Information
- Table 40. American Conservatory Theater Costume Rentals Product Overview
- Table 41. American Conservatory Theater Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)
- Table 42. American Conservatory Theater Costume Rentals SWOT Analysis
- Table 43. American Conservatory Theater Business Overview
- Table 44. American Conservatory Theater Recent Developments
- Table 45. The Theatre Co Costume Rentals Basic Information
- Table 46. The Theatre Co Costume Rentals Product Overview
- Table 47. The Theatre Co Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)
- Table 48. The Theatre Co Costume Rentals SWOT Analysis
- Table 49. The Theatre Co Business Overview
- Table 50. The Theatre Co Recent Developments
- Table 51. Theatrical Costume Company Costume Rentals Basic Information
- Table 52. Theatrical Costume Company Costume Rentals Product Overview

Table 53. Theatrical Costume Company Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)

- Table 54. Theatrical Costume Company Business Overview
- Table 55. Theatrical Costume Company Recent Developments
- Table 56. Broadway Costumes, Inc Costume Rentals Basic Information
- Table 57. Broadway Costumes, Inc Costume Rentals Product Overview

Table 58. Broadway Costumes, Inc Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)

- Table 59. Broadway Costumes, Inc Business Overview
- Table 60. Broadway Costumes, Inc Recent Developments
- Table 61. TMT Company Costume Rentals Basic Information
- Table 62. TMT Company Costume Rentals Product Overview

Table 63. TMT Company Costume Rentals Revenue (M USD) and Gross Margin (2019-2024)





Table 64. TMT Company Business Overview Table 65. TMT Company Recent Developments Table 66. Mardi Gras Costume Shop Costume Rentals Basic Information Table 67. Mardi Gras Costume Shop Costume Rentals Product Overview Table 68. Mardi Gras Costume Shop Costume Rentals Revenue (M USD) and Gross Margin (2019-2024) Table 69. Mardi Gras Costume Shop Business Overview Table 70. Mardi Gras Costume Shop Recent Developments Table 71. Global Costume Rentals Market Size Forecast by Region (2025-2030) & (M USD) Table 72. North America Costume Rentals Market Size Forecast by Country (2025-2030) & (M USD) Table 73. Europe Costume Rentals Market Size Forecast by Country (2025-2030) & (M USD) Table 74. Asia Pacific Costume Rentals Market Size Forecast by Region (2025-2030) & (MUSD) Table 75. South America Costume Rentals Market Size Forecast by Country (2025-2030) & (M USD) Table 76. Middle East and Africa Costume Rentals Market Size Forecast by Country (2025-2030) & (M USD) Table 77. Global Costume Rentals Market Size Forecast by Type (2025-2030) & (M USD)

Table 78. Global Costume Rentals Market Size Forecast by Application (2025-2030) & (M USD)



List Of Figures

LIST OF FIGURES

- Figure 1. Industrial Chain of Costume Rentals
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Costume Rentals Market Size (M USD), 2019-2030
- Figure 5. Global Costume Rentals Market Size (M USD) (2019-2030)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Costume Rentals Market Size by Country (M USD)
- Figure 10. Global Costume Rentals Revenue Share by Company in 2023

Figure 11. Costume Rentals Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Costume Rentals Revenue in 2023

- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Costume Rentals Market Share by Type
- Figure 15. Market Size Share of Costume Rentals by Type (2019-2024)
- Figure 16. Market Size Market Share of Costume Rentals by Type in 2022
- Figure 17. Global Costume Rentals Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Costume Rentals Market Share by Application
- Figure 20. Global Costume Rentals Market Share by Application (2019-2024)
- Figure 21. Global Costume Rentals Market Share by Application in 2022

Figure 22. Global Costume Rentals Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Costume Rentals Market Size Market Share by Region (2019-2024)

Figure 24. North America Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Costume Rentals Market Size Market Share by Country in 2023

Figure 26. U.S. Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Costume Rentals Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Costume Rentals Market Size (Units) and Growth Rate (2019-2024) Figure 29. Europe Costume Rentals Market Size and Growth Rate (2019-2024) & (M



USD)

Figure 30. Europe Costume Rentals Market Size Market Share by Country in 2023 Figure 31. Germany Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 32. France Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 33. U.K. Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 34. Italy Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 35. Russia Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 36. Asia Pacific Costume Rentals Market Size and Growth Rate (M USD) Figure 37. Asia Pacific Costume Rentals Market Size Market Share by Region in 2023 Figure 38. China Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 39. Japan Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 40. South Korea Costume Rentals Market Size and Growth Rate (2019-2024) & (MUSD) Figure 41. India Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 42. Southeast Asia Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 43. South America Costume Rentals Market Size and Growth Rate (M USD) Figure 44. South America Costume Rentals Market Size Market Share by Country in 2023 Figure 45. Brazil Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 46. Argentina Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 47. Columbia Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD) Figure 48. Middle East and Africa Costume Rentals Market Size and Growth Rate (M USD) Figure 49. Middle East and Africa Costume Rentals Market Size Market Share by Region in 2023 Figure 50. Saudi Arabia Costume Rentals Market Size and Growth Rate (2019-2024) & (MUSD) Figure 51. UAE Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)



Figure 52. Egypt Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Costume Rentals Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Costume Rentals Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Costume Rentals Market Share Forecast by Type (2025-2030)

Figure 57. Global Costume Rentals Market Share Forecast by Application (2025-2030)



I would like to order

Product name: Global Costume Rentals Market Research Report 2024(Status and Outlook) Product link: <u>https://marketpublishers.com/r/G77FB316A87EEN.html</u>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/G77FB316A87EEN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970