

Australian Sportswear Market: 2012 Sector Report

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Abstracts

The Australian sportswear market has witnessed an increase not only in the number of sports tournaments in the country but also noticed an equally strong growth in the spectatorship of the same. This directly reflects in the sales of the sportswear, which is recorded to have increased at a healthy rate in Australia.

Although the Australian sportswear market witnessed downfall in the past year, the market is expected to come out of the same as the overall apparel market is expected to witness healthy growth rates in the coming years. The overall healthy growth of the Australian economy will help the sportswear market to witness growth in the coming years.

The Australian sportswear market is characterized by intense competition, which poses major threat to the leading companies. Represented by the operations of internationally acclaimed athletic and sportswear companies, Nike, PUMA, Adidas, the market is highly competitive for any domestic brand to eat into the market share of these giants and strengthen its foothold on large scale. Competition here is not justified by the presence of these major brands alone, but also by regional and national competitors and above all from the low-priced, inferior quality goods offered by Chinese companies.

The report analyzes the Australian sportswear market in detail. It provides an assessment of the status of the market in the past few years and also provides the future trends. The drives that will help grow the industry and the challenges that the industry faces have been analyzed. Also, the major players operating in the Australian sportswear market has been profiled and also their business strategies presented in the report.

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