

Global Sportswear Market with Focus on China: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the Report

The report titled “Global Sportswear Market with Focus on China: Trends & Opportunities (2015-2019)” analyzes the potential opportunities and significant trends in the global sportswear industry. The market size and forecast in terms of value has been provided for the period 2015 to 2019, considering 2014 as the base year. The report also provides the compounded annual growth rate (% CAGR) for the forecast period 2015 to 2019. Over the next five years, global sportswear market revenue by value and is forecasted to grow due to increased health awareness, recovering GDP and use of sportswear as fashion accessory.

The report provides detailed analysis of the global sportswear market sizing and future growth by segment for the period 2010-2014. The sportswear industry is divided into two broad segments namely Sports Apparel and Sports Footwear. Sports footwear segment is more likely to grow than sports apparel segment for the next 5 years. It also provides detailed market share analysis of the global sportswear market by segments.

The report provides detailed country analysis of China and North American market both in terms of value and volume. It also provides a detailed description of the US consumer behavior analysis on the basis of gender, age group, income group, ethnicity, education level and region.

Furthermore, it profiles key market players such as Nike, Adidas Group and VF Corporation on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

North America

China

Company Coverage

Nike

Adidas Group

VF Corporation

Executive Summary

Sportswear is worn during workouts or any physical exercise to provide the wearer comfort and style. Sportswear is also available in various fashionable designs. The crossover between fashion and exercise in current scenario has mobilized the demand for sports apparel among women also. The sportswear industry comprises various enterprises that are primarily engaged in the manufacturing and retailing of new sports apparel and accessories such as running and training apparel, golf wear, lifestyle apparel, soccer uniforms, baseball and softball apparel, as well as the clothing worn for participating in many other sports.

The growth in sportswear industry is due to increasing awareness towards health, more participation of woman in sports and increased participation of youth in sports. Use of sportswear apparel as fashion accessory is expected to drive the sales of sportswear market in the forecasted period 2015-2019. The global sportswear market has been showing significant growth potential since past several years. The global sportswear market has been showing extraordinary performance in the US market was largely due to participation of youth in sports. China sportswear industry has experienced an upward trend in its revenue from fiscal 2009 to 2014. Stronger demand for sportswear among ordinary population in China help to drive the sales of new products, which will have a positive impact on revenue and margin growth.

The major factors driving the growth of industry is globally rising middle class income, raising levels fitness per capita, automation in sportswear industry, decrease in the prices of raw material etc.

Sportswear industry has to face lot of challenges due to dynamic market trends. One of the biggest challenge before sportswear industry is the low bargaining power of buyers. Sportswear industry is an expensive industry and the products related to it have high prices. Ageing population is another big challenge faced by sportswear industry. The populations of developed countries like the US, Japan and China are ageing.

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