

# The US Outdoor Sporting Goods Market: Trends & Opportunities (2014-2019)

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## Abstracts

### Scope of the Report

The report titled “The US Outdoor Sporting Goods Market: Trends and Opportunities (2014-2019)” provides an insight into the U.S sporting goods industry. The report assesses the market sizing and growth of the U.S sporting goods industry, the growth of various segments, segmentation on various parameters and distribution channel. The report also discusses key factors driving growth of the industry, major trends and challenges faced by U.S sporting goods industry. Further, key players like Sportsman’s Warehouse, DICK’S Sporting Goods, Cabela’s, Hibbett Sports, Gander Mountain and Bass Pro Shops are profiled in the report.

### Segment Coverage

Water Sports

Hunting

Camping

Fishing

Bicycling

### Company Coverage

Sportsman's Warehouse

Dick's Sporting Goods

Cabela's

Hibbett Sports

Gander Mountain

Bass Pro Shops

## **Executive Summary**

Outdoor sporting goods market is a diverse industry which includes all outdoor sports such as hunting, camping, fishing, bicycling, biking, target shooting, water sports and many more. Apparels, athletic footwear, sporting equipment and sporting vehicles form an essential part of the industry. In the United States, outdoor sporting goods market holds immense business potential driven mostly by growing participation rate, rising emphasis on sports, increased e-Commerce business and rising income of U.S citizens. Popularity of hunting with lenient regulations, easy availability and quick access to stores are the other key factors driving the growth of sporting goods market in U.S.

Since the industry is characterized by low entry costs, many firms that vary in size and product specialization have entered into the market place. Several socio-economic criteria influence the market demand in this industry. Because sporting and athletic goods are leisure products, and leisure is primarily a matter of individual preferences, market demand is subject to changing tastes and popular trends. Seasonality of business and high prices of sports related goods are a few of the bottlenecks in the growth of the industry.

In the U.S major sporting goods retailers like Sportsman's Warehouse, DICK'S Sporting Goods, Cabela's have adopted e-commerce models to drive sales. Increased store size and wide availability across remote areas of the globe are few reasons for increasing market share of these companies.

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