

# General-Line Sporting Goods Store Revenues Africa Report & Database

<https://marketpublishers.com/r/G1EB7BA1CF72DEN.html>

Date: September 2019

Pages: 1983

Price: US\$ 1,650.00 (Single User License)

ID: G1EB7BA1CF72DEN

## Abstracts

### GENERAL-LINE SPORTING GOODS STORE REVENUES AFRICA REPORT + DATABASE

The General-Line Sporting Goods Store Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita

Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

60 Products/Markets covered, 1983 pages, 3961 spreadsheets, 4046 database tables, 289 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 4511101\_L.

## Contents

### GENERAL-LINE SPORTING GOODS STORE REVENUES AFRICA REPORT + DATABASE

The Market for General-Line Sporting Goods Store Revenues in each country by Products & Services.

This database covers NAICS code: 4511101\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The General-Line Sporting Goods Store Revenues Africa Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

#### PRODUCTS & MARKETS COVERED:

#### GENERAL-LINE SPORTING GOODS STORE REVENUES

1. General-line sporting goods stores Lines
2. Groceries & other foods for human consumption off the premises
3. Meals, unpack snacks, sandwiches, etc for immediate consump
4. Packaged liquor, wine, & beer
5. Miscellaneous consumables
6. Drugs, health aids, beauty aids, including cosmetics
7. Men's wear
8. Men's sports apparel, incl tennis, golf, jogging, swimming, etc
9. Men's sweat tops, pants, & warm-ups
10. Other men's wear
11. Women's, juniors', & misses' wear
12. Women's sports apparel, incl tennis, golf, jogging, swimming, etc
13. Women's sweat tops, pants, & warm-ups
14. Other women's, juniors', & misses' wear
15. Children's wear, incl boys, girls, & infants & toddlers
16. Footwear, including accessories
17. Men's athletic footwear, incl sneakers & outdoor/hiking boots

18. Women's athletic footwear, incl sneakers & outdoor/hiking boots
19. Children's athletic footwear, incl sneakers & outdoor/hiking boots
20. All other footwear, including accessories
21. Sewing, knitting materials & supplies, needlework goods
22. TVs, video recorders, video cameras, videos, DVDs, etc
23. Audio equip, musical instr, radios, stereos, CDs, media, etc
24. Kitchenware & home furnishings
25. Jewelry, incl watches, watch attach, novelty jewelry, etc
26. Toys, hobby goods, & games
27. Optical goods, incl eyeglasses, contact lenses, sunglasses, etc
28. Sporting goods
29. Team sporting goods equip sold to teams, institutions, etc
30. Team sporting goods equipment sold to individuals
31. Tennis equipment
32. Golf equipment
33. Snow-skiing & snowboarding equipment
34. Exercise/fitness equipment
35. Firearms, hunting equipment, & supplies
36. Fishing tackle, including bait
37. Camping & backpacking equipment & supplies
38. Trophies & plaques
39. Bicycles, parts & accessories
40. Boats, canoes, kayaks, boat motors, parts & accessories
41. Scuba & skin diving equipment
42. Water skiing, surfing, & sail boarding equipment
43. Billiards equipment & supplies
44. In-line roller skates & accessories
45. All other sporting goods
46. RVs, incl camping trailers travel trailers, truck campers, etc
47. Hardware, tools, & plumbing & electrical supplies
48. Lawn, garden, & farm equipment & supplies
49. Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc
50. Automotive fuels
51. Automotive lubricants, including oil, greases, etc
52. Automotive tires, tubes, batteries, parts, accessories
53. All other merchandise
54. All nonmerchandise receipts
55. Labor charges for in-house work
56. Parts installed in repair

- 57. Receipts from instructions & lessons
- 58. Rental or lease of equipment
- 59. All other nonmerchandise receipts

#### 59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

#### SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

60 Products covered for 54 Countries: 1983 pages, 3961 spreadsheets, 4046 database tables, 289 diagrams & maps.

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