

# Global Participative Sport as Consumption: The New Rules of the Game

<https://marketpublishers.com/r/G7C19514E2DEN.html>

Date: June 2014

Pages: 90

Price: US\$ 2,600.00 (Single User License)

ID: G7C19514E2DEN

## Abstracts

With increasing sedentary lifestyles helping to drive rising global obesity rates, a growing number of consumers are becoming increasingly interested in participating in sport as both a way of keeping fit and healthy and a means of self-expression. This shift in behaviour, which spans the generational divide from baby boomer retirees to generation Y and even children, is helping to drive strong demand growth in markets as varied as sports apparel, energy drinks and consumer electronics.

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