

Sportsdirect.com Austria GmbH in Retailing (Austria)

<https://marketpublishers.com/r/SF3670AD62CEN.html>

Date: April 2015

Pages: 7

Price: US\$ 150.00 (Single User License)

ID: SF3670AD62CEN

Abstracts

Sportsdirect.com Austria replaced Sport Eybl & Sports Experts in sports goods stores in 2014; the latter led this channel during most of the review period. However, Sports Direct has a very different product range and positioning compared with its predecessors, and faced many criticisms from consumers in Austria in 2014. It will have to adapt much better to local tastes to avoid another decline in share in the forecast period. In addition, a reduction in its outlet numbers seems rational and...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Sportsdirect.Com Austria GmbH: Key Facts

Summary 2 Sportsdirect.Com Austria GmbH: Operational Indicators

Internet Strategy

Summary 3 Sportsdirect.Com Austria GmbH: Share of Sales Generated by Internet

Retailing

Company Background

Chart 1 Leisure and Personal Goods Specialist Retailers: Sports Direct, Sports Goods Stores in Graz

Chart 2 Leisure and Personal Goods Specialist Retailers: Sports Direct, Sports Goods Stores in Graz

Private Label

Summary 4 Sportsdirect.Com Austria GmbH: Private Label Portfolio

Competitive Positioning

Summary 5 Sportsdirect.Com Austria GmbH: Competitive Position 2014

I would like to order

Product name: Sportsdirect.com Austria GmbH in Retailing (Austria)

Product link: <https://marketpublishers.com/r/SF3670AD62CEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SF3670AD62CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970