

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Base Layer Market 2018, Forecast to 2023

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Abstracts

Base Layer is mainly fabricated by using wool and polyester. It is major used to keep warm when in the sports or outside, such as ball sports, skiing, climbing and running etc. Also, it can be wear when workout indoors or other leisure time. In this report, only long or short shirt and pants are counted.

SCOPE OF THE REPORT:

This report focuses on the Base Layer in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The base layer industry concentration is very low; there are many manufacturers in the world, the top brand such as Nike and Adidas only accounts for about 11.10 % market share of the total volume. The products are mainly manufactured in Asia (Southeast Asia countries and China). The main consumption regions are North America, Europe and Asia, accounting for more than 75 % of the total consumption volume in 2016. However, emerging markets such as Latin America, are growing at a faster rate than the traditional market.

Main marketing channels include exclusive shop and department stores. Strong brands tend to build their own exclusive shop to provide a good user experience and further enhance their brand influence. At the same time, all manufacturers have stepped up online sales.

The worldwide market for Base Layer is expected to grow at a CAGR of roughly 3.7% over the next five years, will reach 9220 million US\$ in 2023, from 7690 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Nike

Adidas

Under Armour

The North Face

Columbia

GORE

Odlo

Falke

ANTA Sports

Helly Hansen

Mizuno

Rab

LiNing

Skins

Tommie Copper

Icebreaker

Löffler

Arc'teryx

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Man Base Layer

Woman Base Layer

Kids Base Layer

Market Segment by Applications, can be divided into

Ball Sports

Non-ball Sports

Leisure Time

There are 15 Chapters to deeply display the global Base Layer market.

Chapter 1, to describe Base Layer Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Base Layer, with sales, revenue, and price of Base Layer, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Base Layer, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Base Layer market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Base Layer sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

Contents

1 MARKET OVERVIEW

- 1.1 Base Layer Introduction
- 1.2 Market Analysis by Type
 - 1.2.1 Man Base Layer
 - 1.2.2 Woman Base Layer
 - 1.2.3 Kids Base Layer
- 1.3 Market Analysis by Applications
 - 1.3.1 Ball Sports
 - 1.3.2 Non-ball Sports
 - 1.3.3 Leisure Time
- 1.4 Market Analysis by Regions
 - 1.4.1 North America (United States, Canada and Mexico)
 - 1.4.1.1 United States Market States and Outlook (2013-2023)
 - 1.4.1.2 Canada Market States and Outlook (2013-2023)
 - 1.4.1.3 Mexico Market States and Outlook (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
 - 1.4.2.1 Germany Market States and Outlook (2013-2023)
 - 1.4.2.2 France Market States and Outlook (2013-2023)
 - 1.4.2.3 UK Market States and Outlook (2013-2023)
 - 1.4.2.4 Russia Market States and Outlook (2013-2023)
 - 1.4.2.5 Italy Market States and Outlook (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
 - 1.4.3.1 China Market States and Outlook (2013-2023)
 - 1.4.3.2 Japan Market States and Outlook (2013-2023)
 - 1.4.3.3 Korea Market States and Outlook (2013-2023)
 - 1.4.3.4 India Market States and Outlook (2013-2023)
 - 1.4.3.5 Southeast Asia Market States and Outlook (2013-2023)
 - 1.4.4 South America, Middle East and Africa
 - 1.4.4.1 Brazil Market States and Outlook (2013-2023)
 - 1.4.4.2 Egypt Market States and Outlook (2013-2023)
 - 1.4.4.3 Saudi Arabia Market States and Outlook (2013-2023)
 - 1.4.4.4 South Africa Market States and Outlook (2013-2023)
 - 1.4.4.5 Nigeria Market States and Outlook (2013-2023)
- 1.5 Market Dynamics
 - 1.5.1 Market Opportunities
 - 1.5.2 Market Risk

1.5.3 Market Driving Force

2 MANUFACTURERS PROFILES

2.1 Nike

2.1.1 Business Overview

2.1.1.1 Nike Description

2.1.1.2 Nike Headquarter, Main Business and Finance Overview

2.1.2 Nike Base Layer Product Introduction

2.1.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.1.2.2 Base Layer Product Information

2.1.3 Nike Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.1 Nike Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.2 Global Nike Base Layer Market Share in 2017

2.2 Adidas

2.2.1 Business Overview

2.2.1.1 Adidas Description

2.2.1.2 Adidas Headquarter, Main Business and Finance Overview

2.2.2 Adidas Base Layer Product Introduction

2.2.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.2.2.2 Base Layer Product Information

2.2.3 Adidas Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.1 Adidas Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.2 Global Adidas Base Layer Market Share in 2017

2.3 Under Armour

2.3.1 Business Overview

2.3.1.1 Under Armour Description

2.3.1.2 Under Armour Headquarter, Main Business and Finance Overview

2.3.2 Under Armour Base Layer Product Introduction

2.3.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.3.2.2 Base Layer Product Information

2.3.3 Under Armour Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.1 Under Armour Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.2 Global Under Armour Base Layer Market Share in 2017

2.4 The North Face

2.4.1 Business Overview

2.4.1.1 The North Face Description

2.4.1.2 The North Face Headquarter, Main Business and Finance Overview

2.4.2 The North Face Base Layer Product Introduction

2.4.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.4.2.2 Base Layer Product Information

2.4.3 The North Face Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.1 The North Face Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.2 Global The North Face Base Layer Market Share in 2017

2.5 Columbia

2.5.1 Business Overview

2.5.1.1 Columbia Description

2.5.1.2 Columbia Headquarter, Main Business and Finance Overview

2.5.2 Columbia Base Layer Product Introduction

2.5.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.5.2.2 Base Layer Product Information

2.5.3 Columbia Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.1 Columbia Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.2 Global Columbia Base Layer Market Share in 2017

2.6 GORE

2.6.1 Business Overview

2.6.1.1 GORE Description

2.6.1.2 GORE Headquarter, Main Business and Finance Overview

2.6.2 GORE Base Layer Product Introduction

2.6.2.1 Base Layer Production Bases, Sales Regions and Major Competitors

2.6.2.2 Base Layer Product Information

2.6.3 GORE Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.1 GORE Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.2 Global GORE Base Layer Market Share in 2017

2.7 Odlo

2.7.1 Business Overview

- 2.7.1.1 Odlo Description
- 2.7.1.2 Odlo Headquarter, Main Business and Finance Overview
- 2.7.2 Odlo Base Layer Product Introduction
 - 2.7.2.1 Base Layer Production Bases, Sales Regions and Major Competitors
 - 2.7.2.2 Base Layer Product Information
- 2.7.3 Odlo Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.7.3.1 Odlo Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.7.3.2 Global Odlo Base Layer Market Share in 2017
- 2.8 Falke
 - 2.8.1 Business Overview
 - 2.8.1.1 Falke Description
 - 2.8.1.2 Falke Headquarter, Main Business and Finance Overview
 - 2.8.2 Falke Base Layer Product Introduction
 - 2.8.2.1 Base Layer Production Bases, Sales Regions and Major Competitors
 - 2.8.2.2 Base Layer Product Information
 - 2.8.3 Falke Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.8.3.1 Falke Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.8.3.2 Global Falke Base Layer Market Share in 2017
- 2.9 ANTA Sports
 - 2.9.1 Business Overview
 - 2.9.1.1 ANTA Sports Description
 - 2.9.1.2 ANTA Sports Headquarter, Main Business and Finance Overview
 - 2.9.2 ANTA Sports Base Layer Product Introduction
 - 2.9.2.1 Base Layer Production Bases, Sales Regions and Major Competitors
 - 2.9.2.2 Base Layer Product Information
 - 2.9.3 ANTA Sports Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.9.3.1 ANTA Sports Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.9.3.2 Global ANTA Sports Base Layer Market Share in 2017
- 2.10 Helly Hansen
 - 2.10.1 Business Overview
 - 2.10.1.1 Helly Hansen Description
 - 2.10.1.2 Helly Hansen Headquarter, Main Business and Finance Overview
 - 2.10.2 Helly Hansen Base Layer Product Introduction

- 2.10.2.1 Base Layer Production Bases, Sales Regions and Major Competitors
- 2.10.2.2 Base Layer Product Information
- 2.10.3 Helly Hansen Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.10.3.1 Helly Hansen Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.10.3.2 Global Helly Hansen Base Layer Market Share in 2017
- 2.11 Mizuno
 - 2.11.1 Business Overview
 - 2.11.2 Mizuno Base Layer Product Introduction
 - 2.11.3 Mizuno Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Rab
 - 2.12.1 Business Overview
 - 2.12.2 Rab Base Layer Product Introduction
 - 2.12.3 Rab Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.13 LiNing
 - 2.13.1 Business Overview
 - 2.13.2 LiNing Base Layer Product Introduction
 - 2.13.3 LiNing Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.14 Skins
 - 2.14.1 Business Overview
 - 2.14.2 Skins Base Layer Product Introduction
 - 2.14.3 Skins Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.15 Tommie Copper
 - 2.15.1 Business Overview
 - 2.15.2 Tommie Copper Base Layer Product Introduction
 - 2.15.3 Tommie Copper Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.16 Icebreaker
 - 2.16.1 Business Overview
 - 2.16.2 Icebreaker Base Layer Product Introduction
 - 2.16.3 Icebreaker Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.17 Löffler
 - 2.17.1 Business Overview

- 2.17.2 Löffler Base Layer Product Introduction
- 2.17.3 Löffler Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.18 Arc'teryx
 - 2.18.1 Business Overview
 - 2.18.2 Arc'teryx Base Layer Product Introduction
 - 2.18.3 Arc'teryx Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL BASE LAYER MARKET COMPETITION, BY MANUFACTURER

- 3.1 Global Base Layer Sales and Market Share by Manufacturer (2016-2017)
- 3.2 Global Base Layer Revenue and Market Share by Manufacturer (2016-2017)
- 3.3 Global Base Layer Price by Manufacturer (2016-2017)
- 3.4 Market Concentration Rate
 - 3.4.1 Top 3 Base Layer Manufacturer Market Share in 2017
 - 3.4.2 Top 5 Base Layer Manufacturer Market Share in 2017
- 3.5 Market Competition Trend

4 GLOBAL BASE LAYER MARKET ANALYSIS BY REGIONS

- 4.1 Global Base Layer Sales, Revenue and Market Share by Regions
 - 4.1.1 Global Base Layer Sales by Regions (2013-2018)
 - 4.1.2 Global Base Layer Revenue by Regions (2013-2018)
- 4.2 North America Base Layer Sales, Revenue and Growth Rate (2013-2018)
- 4.3 Europe Base Layer Sales, Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Base Layer Sales, Revenue and Growth Rate (2013-2018)
- 4.5 South America Base Layer Sales, Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Base Layer Sales, Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA BASE LAYER BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 5.1 North America Base Layer Sales, Revenue and Market Share by Countries
 - 5.1.1 North America Base Layer Sales by Countries (2013-2018)
 - 5.1.2 North America Base Layer Revenue by Countries (2013-2018)
 - 5.1.3 United States Base Layer Sales and Growth Rate (2013-2018)
 - 5.1.4 Canada Base Layer Sales and Growth Rate (2013-2018)
 - 5.1.5 Mexico Base Layer Sales and Growth Rate (2013-2018)

5.2 North America Base Layer Sales and Revenue (Value) by Manufacturers (2016-2017)

5.2.1 North America Base Layer Sales by Manufacturers (2016-2017)

5.2.2 North America Base Layer Revenue by Manufacturers (2016-2017)

5.3 North America Base Layer Sales, Revenue and Market Share by Type (2013-2018)

5.3.1 North America Base Layer Sales and Sales Share by Type (2013-2018)

5.3.2 North America Base Layer Revenue and Revenue Share by Type (2013-2018)

5.4 North America Base Layer Sales, Revenue and Market Share by Application (2013-2018)

5.4.1 North America Base Layer Sales and Sales Share by Application (2013-2018)

5.4.2 North America Base Layer Revenue and Revenue Share by Application (2013-2018)

6 EUROPE BASE LAYER BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

6.1 Europe Base Layer Sales, Revenue and Market Share by Countries

6.1.1 Europe Base Layer Sales by Countries (2013-2018)

6.1.2 Europe Base Layer Revenue by Countries (2013-2018)

6.1.3 Germany Base Layer Sales and Growth Rate (2013-2018)

6.1.4 UK Base Layer Sales and Growth Rate (2013-2018)

6.1.5 France Base Layer Sales and Growth Rate (2013-2018)

6.1.6 Russia Base Layer Sales and Growth Rate (2013-2018)

6.1.7 Italy Base Layer Sales and Growth Rate (2013-2018)

6.2 Europe Base Layer Sales and Revenue (Value) by Manufacturers (2016-2017)

6.2.1 Europe Base Layer Sales by Manufacturers (2016-2017)

6.2.2 Europe Base Layer Revenue by Manufacturers (2016-2017)

6.3 Europe Base Layer Sales, Revenue and Market Share by Type (2013-2018)

6.3.1 Europe Base Layer Sales and Sales Share by Type (2013-2018)

6.3.2 Europe Base Layer Revenue and Revenue Share by Type (2013-2018)

6.4 Europe Base Layer Sales, Revenue and Market Share by Application (2013-2018)

6.4.1 Europe Base Layer Sales and Sales Share by Application (2013-2018)

6.4.2 Europe Base Layer Revenue and Revenue Share by Application (2013-2018)

7 ASIA-PACIFIC BASE LAYER BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

7.1 Asia-Pacific Base Layer Sales, Revenue and Market Share by Countries

7.1.1 Asia-Pacific Base Layer Sales by Countries (2013-2018)

- 7.1.2 Asia-Pacific Base Layer Revenue by Countries (2013-2018)
- 7.1.3 China Base Layer Sales and Growth Rate (2013-2018)
- 7.1.4 Japan Base Layer Sales and Growth Rate (2013-2018)
- 7.1.5 Korea Base Layer Sales and Growth Rate (2013-2018)
- 7.1.6 India Base Layer Sales and Growth Rate (2013-2018)
- 7.1.7 Southeast Asia Base Layer Sales and Growth Rate (2013-2018)
- 7.2 Asia-Pacific Base Layer Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 7.2.1 Asia-Pacific Base Layer Sales by Manufacturers (2016-2017)
 - 7.2.2 Asia-Pacific Base Layer Revenue by Manufacturers (2016-2017)
- 7.3 Asia-Pacific Base Layer Sales, Revenue and Market Share by Type (2013-2018)
 - 7.3.1 Asia-Pacific Base Layer Sales and Sales Share by Type (2013-2018)
 - 7.3.2 Asia-Pacific Base Layer Revenue and Revenue Share by Type (2013-2018)
- 7.4 Asia-Pacific Base Layer Sales, Revenue and Market Share by Application (2013-2018)
 - 7.4.1 Asia-Pacific Base Layer Sales and Sales Share by Application (2013-2018)
 - 7.4.2 Asia-Pacific Base Layer Revenue and Revenue Share by Application (2013-2018)

8 SOUTH AMERICA BASE LAYER BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 8.1 South America Base Layer Sales, Revenue and Market Share by Countries
 - 8.1.1 South America Base Layer Sales by Countries (2013-2018)
 - 8.1.2 South America Base Layer Revenue by Countries (2013-2018)
 - 8.1.3 Brazil Base Layer Sales and Growth Rate (2013-2018)
 - 8.1.4 Argentina Base Layer Sales and Growth Rate (2013-2018)
 - 8.1.5 Colombia Base Layer Sales and Growth Rate (2013-2018)
- 8.2 South America Base Layer Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 8.2.1 South America Base Layer Sales by Manufacturers (2016-2017)
 - 8.2.2 South America Base Layer Revenue by Manufacturers (2016-2017)
- 8.3 South America Base Layer Sales, Revenue and Market Share by Type (2013-2018)
 - 8.3.1 South America Base Layer Sales and Sales Share by Type (2013-2018)
 - 8.3.2 South America Base Layer Revenue and Revenue Share by Type (2013-2018)
- 8.4 South America Base Layer Sales, Revenue and Market Share by Application (2013-2018)
 - 8.4.1 South America Base Layer Sales and Sales Share by Application (2013-2018)
 - 8.4.2 South America Base Layer Revenue and Revenue Share by Application (2013-2018)

9 MIDDLE EAST AND AFRICA BASE LAYER BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

9.1 Middle East and Africa Base Layer Sales, Revenue and Market Share by Countries

- 9.1.1 Middle East and Africa Base Layer Sales by Countries (2013-2018)
- 9.1.2 Middle East and Africa Base Layer Revenue by Countries (2013-2018)
- 9.1.3 Saudi Arabia Base Layer Sales and Growth Rate (2013-2018)
- 9.1.4 UAE Base Layer Sales and Growth Rate (2013-2018)
- 9.1.5 Egypt Base Layer Sales and Growth Rate (2013-2018)
- 9.1.6 Nigeria Base Layer Sales and Growth Rate (2013-2018)
- 9.1.7 South Africa Base Layer Sales and Growth Rate (2013-2018)

9.2 Middle East and Africa Base Layer Sales and Revenue (Value) by Manufacturers (2016-2017)

- 9.2.1 Middle East and Africa Base Layer Sales by Manufacturers (2016-2017)
- 9.2.2 Middle East and Africa Base Layer Revenue by Manufacturers (2016-2017)

9.3 Middle East and Africa Base Layer Sales, Revenue and Market Share by Type (2013-2018)

- 9.3.1 Middle East and Africa Base Layer Sales and Sales Share by Type (2013-2018)
- 9.3.1 Middle East and Africa Base Layer Revenue and Revenue Share by Type (2013-2018)

9.4 Middle East and Africa Base Layer Sales, Revenue and Market Share by Application (2013-2018)

- 9.4.1 Middle East and Africa Base Layer Sales and Sales Share by Application (2013-2018)
- 9.4.2 Middle East and Africa Base Layer Revenue and Revenue Share by Application (2013-2018)

10 GLOBAL BASE LAYER MARKET SEGMENT BY TYPE

10.1 Global Base Layer Sales, Revenue and Market Share by Type (2013-2018)

- 10.1.1 Global Base Layer Sales and Market Share by Type (2013-2018)
- 10.1.2 Global Base Layer Revenue and Market Share by Type (2013-2018)

10.2 Man Base Layer Sales Growth and Price

- 10.2.1 Global Man Base Layer Sales Growth (2013-2018)
- 10.2.2 Global Man Base Layer Price (2013-2018)

10.3 Woman Base Layer Sales Growth and Price

- 10.3.1 Global Woman Base Layer Sales Growth (2013-2018)
- 10.3.2 Global Woman Base Layer Price (2013-2018)

10.4 Kids Base Layer Sales Growth and Price

10.4.1 Global Kids Base Layer Sales Growth (2013-2018)

10.4.2 Global Kids Base Layer Price (2013-2018)

11 GLOBAL BASE LAYER MARKET SEGMENT BY APPLICATION

11.1 Global Base Layer Sales Market Share by Application (2013-2018)

11.2 Ball Sports Sales Growth (2013-2018)

11.3 Non-ball Sports Sales Growth (2013-2018)

11.4 Leisure Time Sales Growth (2013-2018)

12 BASE LAYER MARKET FORECAST (2018-2023)

12.1 Global Base Layer Sales, Revenue and Growth Rate (2018-2023)

12.2 Base Layer Market Forecast by Regions (2018-2023)

12.2.1 North America Base Layer Market Forecast (2018-2023)

12.2.2 Europe Base Layer Market Forecast (2018-2023)

12.2.3 Asia-Pacific Base Layer Market Forecast (2018-2023)

12.2.4 South America Base Layer Market Forecast (2018-2023)

12.2.5 Middle East and Africa Base Layer Market Forecast (2018-2023)

12.3 Base Layer Market Forecast by Type (2018-2023)

12.3.1 Global Base Layer Sales Forecast by Type (2018-2023)

12.3.2 Global Base Layer Market Share Forecast by Type (2018-2023)

12.4 Base Layer Market Forecast by Application (2018-2023)

12.4.1 Global Base Layer Sales Forecast by Application (2018-2023)

12.4.2 Global Base Layer Market Share Forecast by Application (2018-2023)

13 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS

13.1 Sales Channel

13.1.1 Direct Marketing

13.1.2 Indirect Marketing

13.1.3 Marketing Channel Future Trend

13.2 Distributors, Traders and Dealers

14 RESEARCH FINDINGS AND CONCLUSION

15 APPENDIX

15.1 Methodology

15.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Base Layer Picture

Table Product Specifications of Base Layer

Figure Global Base Layer CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (USD Million)

Figure Global Base Layer CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (Sales)

Figure Global Sales Market Share of Base Layer by Types in 2017

Figure Man Base Layer Picture

Table Major Manufacturers of Man Base Layer

Figure Woman Base Layer Picture

Table Major Manufacturers of Woman Base Layer

Figure Kids Base Layer Picture

Table Major Manufacturers of Kids Base Layer

Figure Base Layer Sales Market Share by Applications in 2017

Figure Ball Sports Picture

Figure Non-ball Sports Picture

Figure Leisure Time Picture

Figure United States Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Canada Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Mexico Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Germany Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure France Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure UK Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Russia Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Italy Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure China Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Japan Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Korea Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure India Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Southeast Asia Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Brazil Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Egypt Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Saudi Arabia Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure South Africa Base Layer Revenue (Value) and Growth Rate (2013-2023)

Figure Nigeria Base Layer Revenue (Value) and Growth Rate (2013-2023)

Table Nike Headquarter, Established, Main Business and Finance Overview (2017)

Table Nike Base Layer Production Bases, Sales Regions and Major Competitors

Table Nike Base Layer Product

Table Nike Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Nike Base Layer Sales Market Share in 2017

Figure Global Nike Base Layer Revenue Market Share in 2017

Table Adidas Headquarter, Established, Main Business and Finance Overview (2017)

Table Adidas Base Layer Production Bases, Sales Regions and Major Competitors

Table Adidas Base Layer Product

Table Adidas Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Adidas Base Layer Sales Market Share in 2017

Figure Global Adidas Base Layer Revenue Market Share in 2017

Table Under Armour Headquarter, Established, Main Business and Finance Overview (2017)

Table Under Armour Base Layer Production Bases, Sales Regions and Major Competitors

Table Under Armour Base Layer Product

Table Under Armour Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Under Armour Base Layer Sales Market Share in 2017

Figure Global Under Armour Base Layer Revenue Market Share in 2017

Table The North Face Headquarter, Established, Main Business and Finance Overview (2017)

Table The North Face Base Layer Production Bases, Sales Regions and Major Competitors

Table The North Face Base Layer Product

Table The North Face Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global The North Face Base Layer Sales Market Share in 2017

Figure Global The North Face Base Layer Revenue Market Share in 2017

Table Columbia Headquarter, Established, Main Business and Finance Overview (2017)

Table Columbia Base Layer Production Bases, Sales Regions and Major Competitors

Table Columbia Base Layer Product

Table Columbia Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Columbia Base Layer Sales Market Share in 2017

Figure Global Columbia Base Layer Revenue Market Share in 2017

Table GORE Headquarter, Established, Main Business and Finance Overview (2017)

Table GORE Base Layer Production Bases, Sales Regions and Major Competitors

Table GORE Base Layer Product

Table GORE Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global GORE Base Layer Sales Market Share in 2017

Figure Global GORE Base Layer Revenue Market Share in 2017

Table Odlo Headquarter, Established, Main Business and Finance Overview (2017)

Table Odlo Base Layer Production Bases, Sales Regions and Major Competitors

Table Odlo Base Layer Product

Table Odlo Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Odlo Base Layer Sales Market Share in 2017

Figure Global Odlo Base Layer Revenue Market Share in 2017

Table Falke Headquarter, Established, Main Business and Finance Overview (2017)

Table Falke Base Layer Production Bases, Sales Regions and Major Competitors

Table Falke Base Layer Product

Table Falke Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Falke Base Layer Sales Market Share in 2017

Figure Global Falke Base Layer Revenue Market Share in 2017

Table ANTA Sports Headquarter, Established, Main Business and Finance Overview (2017)

Table ANTA Sports Base Layer Production Bases, Sales Regions and Major Competitors

Table ANTA Sports Base Layer Product

Table ANTA Sports Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global ANTA Sports Base Layer Sales Market Share in 2017

Figure Global ANTA Sports Base Layer Revenue Market Share in 2017

Table Helly Hansen Headquarter, Established, Main Business and Finance Overview (2017)

Table Helly Hansen Base Layer Production Bases, Sales Regions and Major Competitors

Table Helly Hansen Base Layer Product

Table Helly Hansen Base Layer Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Helly Hansen Base Layer Sales Market Share in 2017

Figure Global Helly Hansen Base Layer Revenue Market Share in 2017

Table Mizuno

Table Mizuno Base Layer

Table Rab

Table Rab Base Layer

Table LiNing

Table LiNing Base Layer

Table Skins

Table Skins Base Layer

Table Tommie Copper

Table Tommie Copper Base Layer

Table Icebreaker

Table Icebreaker Base Layer

Table Löffler

Table Löffler Base Layer

Table Arc'teryx

Table Arc'teryx Base Layer

Table Global Base Layer Sales by Manufacturer (2016-2017)

Figure Global Base Layer Sales Market Share by Manufacturer in 2016

Figure Global Base Layer Sales Market Share by Manufacturer in 2017

Table Global Base Layer Revenue by Manufacturer (2016-2017)

Figure Global Base Layer Revenue Market Share by Manufacturer in 2016

Figure Global Base Layer Revenue Market Share by Manufacturer in 2017

Table Global Base Layer Price by Manufacturer (2016-2017)

Figure Top 3 Base Layer Manufacturer (Revenue) Market Share in 2017

Figure Top 6 Base Layer Manufacturer (Revenue) Market Share in 2017

Figure Global Base Layer Sales and Growth Rate (2013-2018)

Figure Global Base Layer Revenue and Growth Rate (2013-2018)

Table Global Base Layer Sales by Regions (2013-2018)

Table Global Base Layer Sales Market Share by Regions (2013-2018)

Table Global Base Layer Revenue by Regions (2013-2018)

Figure Global Base Layer Revenue Market Share by Regions in 2013

Figure Global Base Layer Revenue Market Share by Regions in 2017

Figure North America Base Layer Sales and Growth Rate (2013-2018)

Figure North America Base Layer Revenue and Growth Rate (2013-2018)

Figure Europe Base Layer Sales and Growth Rate (2013-2018)

Figure Europe Base Layer Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Base Layer Sales and Growth Rate (2013-2018)

Figure Asia-Pacific Base Layer Revenue and Growth Rate (2013-2018)

Figure South America Base Layer Sales and Growth Rate (2013-2018)
Figure South America Base Layer Revenue and Growth Rate (2013-2018)
Figure Middle East and Africa Base Layer Sales and Growth Rate (2013-2018)
Figure Middle East and Africa Base Layer Revenue and Growth Rate (2013-2018)
Figure North America Base Layer Revenue and Growth Rate (2013-2018)
Table North America Base Layer Sales by Countries (2013-2018)
Table North America Base Layer Sales Market Share by Countries (2013-2018)
Figure North America Base Layer Sales Market Share by Countries in 2013
Figure North America Base Layer Sales Market Share by Countries in 2017
Table North America Base Layer Revenue by Countries (2013-2018)
Table North America Base Layer Revenue Market Share by Countries (2013-2018)
Figure North America Base Layer Revenue Market Share by Countries in 2013
Figure North America Base Layer Revenue Market Share by Countries in 2017
Figure United States Base Layer Sales and Growth Rate (2013-2018)
Figure Canada Base Layer Sales and Growth Rate (2013-2018)
Figure Mexico Base Layer Sales and Growth Rate (2013-2018)
Table North America Base Layer Sales by Manufacturer (2016-2017)
Figure North America Base Layer Sales Market Share by Manufacturer in 2016
Figure North America Base Layer Sales Market Share by Manufacturer in 2017
Table North America Base Layer Revenue by Manufacturer (2016-2017)
Figure North America Base Layer Revenue Market Share by Manufacturer in 2016
Figure North America Base Layer Revenue Market Share by Manufacturer in 2017
Table North America Base Layer Sales by Type (2013-2018)
Table North America Base Layer Sales Share by Type (2013-2018)
Table North America Base Layer Revenue by Type (2013-2018)
Table North America Base Layer Revenue Share by Type (2013-2018)
Table North America Base Layer Sales by Application (2013-2018)
Table North America Base Layer Sales Share by Application (2013-2018)
Table North America Base Layer Revenue by Application (2013-2018)
Table North America Base Layer Revenue Share by Application (2013-2018)
Figure Europe Base Layer Revenue and Growth Rate (2013-2018)
Table Europe Base Layer Sales by Countries (2013-2018)
Table Europe Base Layer Sales Market Share by Countries (2013-2018)
Table Europe Base Layer Revenue by Countries (2013-2018)
Figure Europe Base Layer Revenue Market Share by Countries in 2016
Figure Europe Base Layer Revenue Market Share by Countries in 2017
Figure Germany Base Layer Sales and Growth Rate (2013-2018)
Figure UK Base Layer Sales and Growth Rate (2013-2018)
Figure France Base Layer Sales and Growth Rate (2013-2018)

Figure Russia Base Layer Sales and Growth Rate (2013-2018)
Figure Italy Base Layer Sales and Growth Rate (2013-2018)
Table Europe Base Layer Sales by Manufacturer (2016-2017)
Figure Europe Base Layer Sales Market Share by Manufacturer in 2016
Figure Europe Base Layer Sales Market Share by Manufacturer in 2017
Table Europe Base Layer Revenue by Manufacturer (2016-2017)
Figure Europe Base Layer Revenue Market Share by Manufacturer in 2016
Figure Europe Base Layer Revenue Market Share by Manufacturer in 2017
Table Europe Base Layer Sales by Type (2013-2018)
Table Europe Base Layer Sales Share by Type (2013-2018)
Table Europe Base Layer Revenue by Type (2013-2018)
Table Europe Base Layer Revenue Share by Type (2013-2018)
Table Europe Base Layer Sales by Application (2013-2018)
Table Europe Base Layer Sales Share by Application (2013-2018)
Table Europe Base Layer Revenue by Application (2013-2018)
Table Europe Base Layer Revenue Share by Application (2013-2018)
Figure Asia-Pacific Base Layer Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Base Layer Sales by Countries (2013-2018)
Table Asia-Pacific Base Layer Sales Market Share by Countries (2013-2018)
Figure Asia-Pacific Base Layer Sales Market Share by Countries 2017
Table Asia-Pacific Base Layer Revenue by Countries (2013-2018)
Figure Asia-Pacific Base Layer Revenue Market Share by Countries 2017
Figure China Base Layer Sales and Growth Rate (2013-2018)
Figure Japan Base Layer Sales and Growth Rate (2013-2018)
Figure Korea Base Layer Sales and Growth Rate (2013-2018)
Figure India Base Layer Sales and Growth Rate (2013-2018)
Figure Southeast Asia Base Layer Sales and Growth Rate (2013-2018)
Table Asia-Pacific Base Layer Sales by Manufacturer (2016-2017)
Figure Asia-Pacific Base Layer Sales Market Share by Manufacturer in 2016
Figure Asia-Pacific Base Layer Sales Market Share by Manufacturer in 2017
Table Asia-Pacific Base Layer Revenue by Manufacturer (2016-2017)
Figure Asia-Pacific Base Layer Revenue Market Share by Manufacturer in 2016
Figure Asia-Pacific Base Layer Revenue Market Share by Manufacturer in 2017
Table Asia-Pacific Base Layer Sales by Type (2013-2018)
Table Asia-Pacific Base Layer Sales Share by Type (2013-2018)
Table Asia-Pacific Base Layer Revenue by Type (2013-2018)
Table Asia-Pacific Base Layer Revenue Share by Type (2013-2018)
Table Asia-Pacific Base Layer Sales by Application (2013-2018)
Table Asia-Pacific Base Layer Sales Share by Application (2013-2018)

Table Asia-Pacific Base Layer Revenue by Application (2013-2018)
Table Asia-Pacific Base Layer Revenue Share by Application (2013-2018)
Figure South America Base Layer Revenue and Growth Rate (2013-2018)
Table South America Base Layer Sales by Countries (2013-2018)
Table South America Base Layer Sales Market Share by Countries (2013-2018)
Figure South America Base Layer Sales Market Share by Countries in 2017
Table South America Base Layer Revenue by Countries (2013-2018)
Table South America Base Layer Revenue Market Share by Countries (2013-2018)
Figure South America Base Layer Revenue Market Share by Countries in 2017
Figure Brazil Base Layer Sales and Growth Rate (2013-2018)
Figure Argentina Base Layer Sales and Growth Rate (2013-2018)
Figure Colombia Base Layer Sales and Growth Rate (2013-2018)
Table South America Base Layer Sales by Manufacturer (2016-2017)
Figure South America Base Layer Sales Market Share by Manufacturer in 2016
Figure South America Base Layer Sales Market Share by Manufacturer in 2017
Table South America Base Layer Revenue by Manufacturer (2016-2017)
Figure South America Base Layer Revenue Market Share by Manufacturer in 2016
Figure South America Base Layer Revenue Market Share by Manufacturer in 2017
Table South America Base Layer Sales by Type (2013-2018)
Table South America Base Layer Sales Share by Type (2013-2018)
Table South America Base Layer Revenue by Type (2013-2018)
Table South America Base Layer Revenue Share by Type (2013-2018)
Table South America Base Layer Sales by Application (2013-2018)
Table South America Base Layer Sales Share by Application (2013-2018)
Table South America Base Layer Revenue by Application (2013-2018)
Table South America Base Layer Revenue Share by Application (2013-2018)
Figure Middle East and Africa Base Layer Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Base Layer Sales by Countries (2013-2018)
Table Middle East and Africa Base Layer Sales Market Share by Countries (2013-2018)
Figure Middle East and Africa Base Layer Sales Market Share by Countries in 2017
Table Middle East and Africa Base Layer Revenue by Countries (2013-2018)
Table Middle East and Africa Base Layer Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Base Layer Revenue Market Share by Countries in 2013
Figure Middle East and Africa Base Layer Revenue Market Share by Countries in 2017
Figure Saudi Arabia Base Layer Sales and Growth Rate (2013-2018)
Figure UAE Base Layer Sales and Growth Rate (2013-2018)
Figure Egypt Base Layer Sales and Growth Rate (2013-2018)
Figure Nigeria Base Layer Sales and Growth Rate (2013-2018)

Figure South Africa Base Layer Sales and Growth Rate (2013-2018)
Table Middle East and Africa Base Layer Sales by Manufacturer (2016-2017)
Figure Middle East and Africa Base Layer Sales Market Share by Manufacturer in 2016
Figure Middle East and Africa Base Layer Sales Market Share by Manufacturer in 2017
Table Middle East and Africa Base Layer Revenue by Manufacturer (2016-2017)
Figure Middle East and Africa Base Layer Revenue Market Share by Manufacturer in 2016
Figure Middle East and Africa Base Layer Revenue Market Share by Manufacturer in 2017
Table Middle East and Africa Base Layer Sales by Type (2013-2018)
Table Middle East and Africa Base Layer Sales Share by Type (2013-2018)
Table Middle East and Africa Base Layer Revenue by Type (2013-2018)
Table Middle East and Africa Base Layer Revenue Share by Type (2013-2018)
Table Middle East and Africa Base Layer Sales by Application (2013-2018)
Table Middle East and Africa Base Layer Sales Share by Application (2013-2018)
Table Middle East and Africa Base Layer Revenue by Application (2013-2018)
Table Middle East and Africa Base Layer Revenue Share by Application (2013-2018)
Table Global Base Layer Sales by Type (2013-2018)
Table Global Base Layer Sales Share by Type (2013-2018)
Table Global Base Layer Revenue by Type (2013-2018)
Table Global Base Layer Revenue Share by Type (2013-2018)
Figure Global Man Base Layer Sales Growth (2013-2018)
Figure Global Man Base Layer Price (2013-2018)
Figure Global Woman Base Layer Sales Growth (2013-2018)
Figure Global Woman Base Layer Price (2013-2018)
Figure Global Kids Base Layer Sales Growth (2013-2018)
Figure Global Kids Base Layer Price (2013-2018)
Table Global Base Layer Sales by Application (2013-2018)
Table Global Base Layer Sales Share by Application (2013-2018)
Figure Global Ball Sports Sales Growth (2013-2018)
Figure Global Non-ball Sports Sales Growth (2013-2018)
Figure Global Leisure Time Sales Growth (2013-2018)
Figure Global Base Layer Sales, Revenue and Growth Rate (2018-2023)
Table Global Base Layer Sales Forecast by Regions (2018-2023)
Table Global Base Layer Market Share Forecast by Regions (2018-2023)
Figure North America Sales Base Layer Market Forecast (2018-2023)
Figure Europe Sales Base Layer Market Forecast (2018-2023)
Figure Asia-Pacific Sales Base Layer Market Forecast (2018-2023)
Figure South America Sales Base Layer Market Forecast (2018-2023)

Figure Middle East and Africa Sales Base Layer Market Forecast (2018-2023)

Table Global Base Layer Sales Forecast by Type (2018-2023)

Table Global Base Layer Market Share Forecast by Type (2018-2023)

Table Global Base Layer Sales Forecast by Application (2018-2023)

Table Global Base Layer Market Share Forecast by Application (2018-2023)

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