

Ski Gear and Equipment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/S5D0576B995EEN.html>

Date: November 2024

Pages: 220

Price: US\$ 4,850.00 (Single User License)

ID: S5D0576B995EEN

Abstracts

The Global Ski Gear And Equipment Market, valued at USD 1.79 billion in 2023, is projected to grow at 3.6% CAGR from 2024 to 2032. With winter sports, particularly skiing, gaining popularity worldwide, the demand for quality ski gear is rising. Increased global tourism, especially in top ski regions across Europe and North America, combined with higher disposable incomes, has encouraged more people to engage in skiing, driving growth in the ski gear and equipment sector.

Based on product type, the market is classified into protective gear, ski equipment, and ski apparel, with ski equipment leading the segment. This segment, valued at USD 971 million in 2023, is expected to grow at 3.8% CAGR through 2032. Technological advances have led to the development of lightweight and durable materials, such as carbon fiber and advanced composites, making ski gear more manageable and appealing to beginners and seasoned skiers. The trend towards customizable equipment, including adjustable bindings and bespoke ski boots, enhances comfort and performance, increases consumer satisfaction, and fosters brand loyalty and repeat purchases. This demand for personalization reflects a broader industry shift toward individualized experiences and boosts sales across the ski equipment market.

In terms of end-users, the market is divided into men, women, and kids, with the men segment holding a 52% share in 2023 and projected to grow at 3.8% CAGR during 2024-2032. Male skiers are particularly enthusiastic about adopting new technology in skiing equipment, such as smart helmets, tracking devices, and high-performance customizable gear. This segment's strong interest in innovation keeps demand high for technologically advanced ski equipment, motivating manufacturers to continue developing cutting-edge products.

The United States leads the North American ski gear and equipment market, holding an 85% share in 2023. The country's famed ski destinations, especially those in popular states, attract millions of tourists each year, both domestic and international, creating a robust skiing culture. As winter tourism flourishes, interest in skiing, snowboarding, and other snow sports intensifies, which, in turn, increases the demand for ski gear and equipment catering to both tourists and locals. This upward trend in winter tourism has not only boosted sales of ski gear but also the rental market, as visitors look for convenient options during their stay.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising popularity of winter sports
 - 3.6.1.2 Expansion of ski infrastructure
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Seasonality of skiing
- 3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2032 (USD MILLION) (MILLION UNITS)

5.1 Key trends

5.2 Ski equipment

5.2.1 Ski bindings

5.2.2 Ski boots

5.2.3 Ski poles

5.2.4 Ski helmets

5.2.5 Ski goggles

5.2.6 Ski gloves & mittens

5.2.7 Others (Ski Bags & Carriers, Etc)

5.3 Protective gear

5.3.1 Helmets

5.3.2 Face guards

5.3.3 Knee pads

5.3.4 Others (Back Protectors, Etc)

5.4 Ski Apparel

5.4.1 Jackets

5.4.2 Pants

5.4.3 Base layers

5.4.4 Ski socks

5.4.5 Others (Insulated Gloves and Mittens, Etc)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY SPORT TYPE, 2021-2032 (USD MILLION) (MILLION UNITS)

6.1 Key trends

6.2 Alpine skiing

- 6.3 Cross-country skiing
- 6.4 Freestyle skiing
- 6.5 Ski touring
- 6.6 Others (Telemark skiing, Etc.)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY END USE, 2021-2032 (USD MILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Men
- 7.3 Women
- 7.4 Kids

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION) (MILLION UNITS)

- 8.1 Key trends
- 8.2 Online
 - 8.2.1 E-commerce platform
 - 8.2.2 Company websites
- 8.3 Offline
 - 8.3.1 Department stores
 - 8.3.2 Specialty sports stores
 - 8.3.3 Sporting goods retailers

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION) (MILLION UNITS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.6 MEA

9.6.1 UAE

9.6.2 Saudi Arabia

9.6.3 South Africa

CHAPTER 10 COMPANY PROFILES

10.1 Atomic Austria GmbH

10.2 Black Crows Skis

10.3 Blizzard S.p.A.

10.4 Burton Snowboards

10.5 Dynastar

10.6 Elan d.o.o.

10.7 Fischer Sports GmbH

10.8 Head Sport GmbH

10.9 K2 Sports, LLC

10.10 Marker Volkl (part of Tecnica Group)

10.11 Nordica S.p.A.

10.12 Rossignol Group

10.13 Salomon Group

10.14 Scott Sports SA

10.15 Tecnica Group S.p.A.

I would like to order

Product name: Ski Gear and Equipment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Product link: <https://marketpublishers.com/r/S5D0576B995EEN.html>

Price: US\$ 4,850.00 (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/S5D0576B995EEN.html>