

The World Market for Sports Footwear: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for sports footwear. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for sports footwear for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Sports footwear' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'sports footwear' is 8512.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: SPORTS FOOTWEAR EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SPORTS FOOTWEAR IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 CAMEROON

3.1.4 COTE D'IVOIRE

3.1.5 EGYPT

3.1.6 KENYA

3.1.7 LESOTHO

3.1.8 MOROCCO

3.1.9 MOZAMBIQUE

3.1.10 NAMIBIA

3.1.11 SENEGAL

3.1.12 SIERRA LEONE

3.1.13 SOUTH AFRICA

3.1.14 TOGO

3.1.15 TUNISIA

3.1.16 UGANDA

3.1.17 ZAMBIA

3.2 ASIA: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CAMBODIA

3.2.4 CHINA

3.2.5 HONG KONG

3.2.6 INDIA

3.2.7 INDONESIA

3.2.8 JAPAN

3.2.9 MACAU

3.2.10 MALAYSIA

3.2.11 MYANMAR

3.2.12 NEPAL

3.2.13 SINGAPORE

3.2.14 SOUTH KOREA

3.2.15 SRI LANKA

3.2.16 TAIWAN

3.2.17 THAILAND

3.2.18 THE PHILIPPINES

3.2.19 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 AUSTRIA

3.3.4 BELARUS

3.3.5 BELGIUM

3.3.6 BOSNIA AND HERZEGOVINA

3.3.7 BULGARIA

3.3.8 CROATIA

3.3.9 CYPRUS

3.3.10 DENMARK

3.3.11 ESTONIA

3.3.12 FINLAND

3.3.13 FRANCE

3.3.14 GEORGIA

3.3.15 GERMANY

3.3.16 GREECE

3.3.17 HUNGARY

3.3.18 IRELAND

3.3.19 ITALY

3.3.20 KAZAKHSTAN

3.3.21 LATVIA

3.3.22 LITHUANIA

3.3.23 LUXEMBOURG

3.3.24 MACEDONIA

- 3.3.25 MALTA
- 3.3.26 MOLDOVA
- 3.3.27 NORWAY
- 3.3.28 POLAND
- 3.3.29 PORTUGAL
- 3.3.30 ROMANIA
- 3.3.31 RUSSIA
- 3.3.32 SLOVAKIA
- 3.3.33 SLOVENIA
- 3.3.34 SPAIN
- 3.3.35 SWEDEN
- 3.3.36 SWITZERLAND
- 3.3.37 THE CZECH REPUBLIC
- 3.3.38 THE NETHERLANDS
- 3.3.39 THE UNITED KINGDOM
- 3.3.40 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BELIZE
- 3.4.4 BRAZIL
- 3.4.5 CHILE
- 3.4.6 COLOMBIA
- 3.4.7 COSTA RICA
- 3.4.8 ECUADOR
- 3.4.9 EL SALVADOR
- 3.4.10 GUATEMALA
- 3.4.11 MEXICO
- 3.4.12 PANAMA
- 3.4.13 PARAGUAY
- 3.4.14 PERU
- 3.4.15 URUGUAY
- 3.4.16 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 THE DOMINICAN REPUBLIC
- 3.5.4 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FIJI

3.6.4 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF SPORTS FOOTWEAR IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 AFGHANISTAN

3.7.3 ARMENIA

3.7.4 AZERBAIJAN

3.7.5 BAHRAIN

3.7.6 IRAN

3.7.7 ISRAEL

3.7.8 KYRGYZSTAN

3.7.9 LEBANON

3.7.10 PAKISTAN

3.7.11 QATAR

3.7.12 SAUDI ARABIA

3.7.13 SYRIA

3.7.14 THE UNITED ARAB EMIRATES

3.7.15 TURKEY

4 IMPORTS

4.1 AFRICA: SPORTS FOOTWEAR IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BENIN

4.1.4 BOTSWANA

4.1.5 BURKINA FASO

4.1.6 CAMEROON

4.1.7 CAPE VERDE

4.1.8 COTE D'IVOIRE

4.1.9 EGYPT

4.1.10 ETHIOPIA

4.1.11 GUINEA

4.1.12 MADAGASCAR

4.1.13 MALAWI

4.1.14 MAURITANIA

- 4.1.15 MAURITIUS
- 4.1.16 MOROCCO
- 4.1.17 MOZAMBIQUE
- 4.1.18 NAMIBIA
- 4.1.19 NIGER
- 4.1.20 NIGERIA
- 4.1.21 RWANDA
- 4.1.22 SAO TOME E PRINCIPE
- 4.1.23 SENEGAL
- 4.1.24 SIERRA LEONE
- 4.1.25 SOUTH AFRICA
- 4.1.26 TANZANIA
- 4.1.27 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.28 UGANDA
- 4.1.29 ZAMBIA
- 4.1.30 ZIMBABWE
- 4.2 ASIA: SPORTS FOOTWEAR IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 BRUNEI
 - 4.2.3 CHINA
 - 4.2.4 HONG KONG
 - 4.2.5 INDIA
 - 4.2.6 INDONESIA
 - 4.2.7 JAPAN
 - 4.2.8 MACAU
 - 4.2.9 MALAYSIA
 - 4.2.10 MONGOLIA
 - 4.2.11 NEPAL
 - 4.2.12 SINGAPORE
 - 4.2.13 SOUTH KOREA
 - 4.2.14 SRI LANKA
 - 4.2.15 TAIWAN
 - 4.2.16 THAILAND
 - 4.2.17 THE MALDIVES
 - 4.2.18 THE PHILIPPINES
 - 4.2.19 VIETNAM
- 4.3 EUROPE: SPORTS FOOTWEAR IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ALBANIA

- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM

4.3.42 UKRAINE

4.4 LATIN AMERICA: SPORTS FOOTWEAR IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BELIZE

4.4.4 BOLIVIA

4.4.5 BRAZIL

4.4.6 CHILE

4.4.7 COLOMBIA

4.4.8 ECUADOR

4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 HONDURAS

4.4.12 MEXICO

4.4.13 NICARAGUA

4.4.14 PANAMA

4.4.15 PARAGUAY

4.4.16 PERU

4.4.17 SURINAME

4.4.18 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: SPORTS FOOTWEAR IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: SPORTS FOOTWEAR IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 THE SOLOMON ISLANDS

4.7 THE MIDDLE EAST: SPORTS FOOTWEAR IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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