

# 2018-2023 Global Athletic Footwear Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Athletic Footwear market for 2018-2023. Athletic Footwear is designed and manufactured according to the sports characteristics of the people to participate in. The soles of the Athletic Footwear are different with the ordinary shoes, which can play a buffer role to prevent the injuring. Therefore, the performance of Athletic Footwear soles and uppers material determines the ability of its injury prevention. In the production of the Athletic Footwear, raw materials, production processes have determined the quality of Athletic Footwear.

As global overall economic downward trend in the past few years, and international economic situation is complicated, in the next few years there will be many uncertainties, and coupled with Athletic Footwear industry in continuous demand growth on the market in the past few years, more and more companies enter into Athletic Footwear industry, the current demand for Athletic Footwear product is relatively low, lack of demand, excess supply. Low quality Athletic Footwear products on the market do not sell well; Athletic Footwear's price is lower than past years. The signal of market price change indicates the trend in the Athletic Footwear industry, low-end product has excess capacity, high-end product is in short supply.

With more and more enterprise entering the Athletic Footwear industry, the competition is fierce; people pay more attention on the quality of the Athletic Footwear, therefore, the material development of the Athletic Footwear is the opportunity for the Athletic Footwear brand.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area; the future will still have more new investment enter the field.

Over the next five years, LPI(LP Information) projects that Athletic Footwear will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Athletic Footwear market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Football Athletic Footwear

Basketball Athletic Footwear

Other Athletic Footwear

Segmentation by application:

Professional Athletic Footwear

Amateur Athletic Footwear

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

## GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

NIKE

Adidas Group

Puma

New Balance

Asics

Skecher

K-Swiss

MIZUNO

KAPPA

Merrell

Vibram

LI-NING

ANTA

XTEP

361°

PEAK

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Athletic Footwear consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Athletic Footwear market by identifying its various subsegments.

Focuses on the key global Athletic Footwear manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Athletic Footwear with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Athletic Footwear submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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