

2018 Top 5 Non Licensed Sports Merchandise Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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Non-licensed sports merchandise is replica or counterfeit licensed sports apparels, accessories and other products manufactured and sold by unlicensed entities. The products look similar to the licensed sports merchandise visually, but the difference will be there in the type of material, quality of stitching, colors and other aspects. Some non-licensed sports merchandises may have copyrighted logos and other stuffs related to the sporting entity, but the design of the products may be different. To avoid legal issues, some manufacturers use distorted logos and designs, which may not infringe the license terms between the sporting entity and the licensee. Some of the products may not have the logo other aspects related to the sporting entity, but the colors and the design will resemble the identity of the particular sporting entity.

Non licensed sports merchandise of sports such as American football (NFL), baseball, cricket, basketball, football, and tennis among others is quite popular among sports enthusiasts worldwide.

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

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Nike, Inc

Fanatics, Inc

Adidas AG

Puma SE

Under Armour, Inc

DICK'S Sporting Goods Inc

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Chile, Peru and Argentina)

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

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Sports Apparel

Sports Footwear

Sports Accessories

Toys

Pirated Video Games/Softwares

Others

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

E-Commerce/Online Stores

Retail Stores

Sports Goods Stores

Direct Selling

Open Air Markets

Pirated Markets

Others

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