

# **Global Ski Equipment Manufacturing Industry 2012-2017: Trend, Profit and Forecast Analysis, August 2012**

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## **Abstracts**

According to this report, the ski equipment manufacturing industry is projected to grow with a modest CAGR of 1.1% and reach an estimated \$1.61 billion by 2017. The focus of the industry players is on fostering operational excellence, strengthening their retail performance, and increasing profitability through sales and distribution.

The ski equipment manufacturing industry is projected to grow with a modest CAGR of 1.1% and reach an estimated \$1.61 billion by 2017. The focus of the industry players is on fostering operational excellence, strengthening their retail performance, and increasing profitability through sales and distribution.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the current trends of the industry and presents its findings in -Global Ski Equipment Manufacturing Industry 2012-2017: Trend, Profit and Forecast Analysis.

In the report, Lucintel estimates and classifies vendors manufacturing revenues in terms of sales. It analyzes the full value of ski revenue whether sold to wholesalers, retailers, or via online channels. Europe dominates the industry and captures the maximum market share. A combination of factors such as demographics, climatic conditions, individuals participation, ski facilities, and consumer spending habits highly affects the industry dynamics.

Lucintel's study reveals certain challenges faced by the industry. Extensive publicity of global warming created caution among the retailers and caused a decline of preorders, as they wanted to maintain lower inventories. Secondly, the high cost involved in skiing

as a regular recreational activity is an obstacle for people who would like to ski but do not want to pay exorbitant fees. Multiple expenses such as traveling to ski areas, skiing resort charges, lift tickets, and costly equipment hold back interested people who may want to participate but have financial limitations.

Lucintel's report projects that the industry has witnessed growth as increasing numbers of skier, innovative and technologically sound product launch, and favorable demography have supported sales in the industry. The growth of the ski industry, with rising personal income for some and the idea of skiing as a family activity also helps the industry.

This study is intended to provide industry leaders with a competitive benchmarking of the various industry players operating in the ski equipment manufacturing market. The study provides information on the current market share, profit margins, capabilities, and strategies and helps the leaders access their capabilities against leading competitors.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global ski equipment manufacturing industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segment

Global ski equipment manufacturing industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global ski equipment

manufacturing industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 Q4 2013) for global ski equipment manufacturing industry

Gross and net profit trends in the global ski equipment manufacturing industry

Cost structure trend in the global as well as regional ski equipment manufacturing industry

More than 46 valuable figures/charts and 10 tables are provided in this report

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