

# Global Tennis Equipment Manufacturing Industry 2012-2017: Trend, Profit and Forecast Analysis, July 2012

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## Abstracts

According to this report, the global tennis equipment manufacturing industry experienced a decline during the last five years. The industry, however, is expected to witness slow growth at a 1.2% CAGR over the next five years (2012-2017) and reach an estimated value of US \$607 million in 2017.

The global tennis equipment manufacturing industry experienced a decline during the last five years. The industry, however, is expected to witness slow growth at a 1.2% CAGR over the next five years (2012-2017) and reach an estimated value of US \$607 million in 2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the global tennis equipment manufacturing industry and presents its findings in -Global Tennis Equipment Manufacturing Industry 2012-2017: Trend, Profit and Forecast Analysis.

The tennis equipment manufacturing industry is highly consolidated. Europe dominates this market and represents 41% of the global industry. A combination of factors such as demographics, increasing participation, economic stability, and consumer spending habits significantly influences industry dynamics.

Lucintel's research indicates that the industry declined considerably during 2010-2011 due to the ongoing economic downturn, which led to caution among many consumers as their income remained stagnant or declined. A reduction in funds available for recreational activities forced some consumers to relinquish club memberships. Declining markets in the US and Japan further aggravated the condition.

Asia Pacific (APAC) and Europe are expected to have the most potential for growth in the tennis equipment manufacturing industry as China's government is promoting a healthier lifestyle and sports participation among its people. Major European countries signal a positive outlook from led by upcoming tournaments such as the Tennis Grand Slam events such as Wimbledon and the French Open championships.

As indicated in Lucintel's study, increasing tennis participation and the popularity of tennis events, expanding the reach of youth tennis, favorable demographic trends and changes, new product technology, and improving product features are crucial to boosting the industry's performance. The industry is expected to face certain challenges such as the current uncertain economic situation worldwide, maintaining a stable participation rate, increasing raw material and labor costs, rising inflation in emerging economies, and frequent changes in consumer preference. This study provides an overview of the global tennis equipment manufacturing industry. The report tracks two market segments for four geographic regions; thus, it covers eight segments of the industry-

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 tennis 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 segments

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

Porter's Five Forces analysis

New product launch and merger and acquisition activity in global tennis equipment manufacturing industry

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

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

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

More than 45 valuable figures/charts and 11 tables are provided in this report

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