

# Global Retail Sports Equipment Industry 2012-2017: Trends, Profit, and Forecast Analysis, March 2012

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## Abstracts

### Background:

The global retail sports equipment industry is expected to witness a modest growth and reach an estimated US \$94 billion in 2017 with a CAGR of 2.2% over the next five years. Population growth, changing lifestyles in emerging economies, and growing awareness for health and fitness are expected to drive growth.

Lucintel, a leading global management consulting and market research firm, has analyzed the global retail sports equipment industry and presents its findings in “Global Retail Sports Equipment Industry 2012–2017: Trends, Profit, and Forecast Analysis.”

The sports equipment industry consists of equipment for ball sports (baseball, softball, basketball, soccer, football, volleyball, cricket, hockey, etc.), adventure sports (camping, hunting and firearms, skin diving and scuba, water skiing, surfboarding, and sail boarding), fitness, golf, racket sports, and more.

The industry is highly fragmented, and low exit barriers and subdued industry growth make the competitive rivalry of the industry moderate. Lucintel’s research indicates that rising income levels in the lower-tier cities of emerging Asian countries is likely to drive the sports equipment industry. Rising raw material, labor costs, and rising inflation pose a challenge to the sporting industry; however, the ability to create new product technology and other performance-improving features is expected to drive the sports equipment industry over the forecast period. ROW and APAC are expected to lead the industry during forecast period.

The industry is expected to extend its presence with rapidly growing markets of India,

Indonesia, and Vietnam, providing significant potential for sports equipment. Apart from the tier one cities such as Hong Kong, Beijing, and Shanghai, China's second-tier cities also depict attraction for luxury brands. This study provides a concise overview of the global retail sports equipment industry. The report tracks four regions of the global retail sports equipment industry. This report also addresses revenue of manufactures who are retailers as well.

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 retail sports equipment industry analysis. 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.

### **Features and Scope of this Report:**

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

Global retail sports equipment 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 retail sports equipment industry analysis

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 – Q4 2012) for global retail sports equipment industry analysis

Gross and net profit trends in the global retail sports equipment industry analysis

Cost structure trend in the global as well as regional retail sports equipment industry analysis

## **Who Can Benefit From This Report?**

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

## **Research Methodology:**

Lucintel has closely tracked and conducted research on hundreds of markets since 1998. This study is a result of years of ongoing research and continuous monitoring of industry dynamics and trends at various nodes of the value chain from both the supply side and the demand side. Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis on it. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process

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