

Growth Opportunities in the Global Tennis Equipment Market

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Abstracts

The future of the global tennis equipment manufacturing market looks good with opportunities in the tennis racquet, tennis ball, and tennis strings market. The global tennis equipment manufacturing market is expected to reach an estimated \$845.7 million by 2022 and is forecast to grow at a CAGR of 2.4% from 2017 to 2022. The major growth drivers for this market are an increasing number of tennis events, growing participation among age groups, particularly in the youth segment, and growth of tennis as a fitness sport.

In this market, the three segments by type are tennis racquets, tennis balls, and tennis strings.

Emerging trends, which have a direct impact on the dynamics of the tennis equipment industry, include increasing use of information technology for direct promotion/marketing to customers, and increasing participation in tennis for cardiovascular health.

A total of 46 figures / charts and 29 tables are provided in this 99-page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of this tennis equipment market report, download the report brochure.

The study includes the tennis equipment market size and forecast for the global tennis equipment manufacturing market through 2022 by type, material (tennis racquet), and region as follows:

Tennis equipment market by type (Value (\$ million) and Volume (million units) from 2011 to 2022):

Tennis Racquet Tennis Ball Tennis String

Tennis equipment market by material of tennis racquet (Value (\$ million) for 2016)

Composites Other Materials

Tennis equipment market by region (Value (\$ million) from 2011 to 2022):

North America Europe Asia Pacific The Rest of the World

Tennis equipment companies profiled in this market include Amer Sports, Head NV, Babolat, Yonex, and Dunlop Sports are among the major manufacturers of tennis equipment.

Lucintel forecasts that the tennis racquet segment will remain the largest segment by value and the tennis ball segment is expected to show above average growth during the forecast period.

Currently, tennis racquets are mostly made of composites material and it will remain preferred material for manufacturing due to their lightweight property.

North America is expected to remain the largest region by value during the forecast period due to an increasing number of professional players and cardio tennis participants in this region.

Some of the features of “Growth Opportunities in the Global Tennis Equipment Market 2017-2022: Trends, Forecast, and Opportunity Analysis” include:

Market size estimates: Global tennis equipment market size estimation in terms of value (\$M) and volume (million units) shipment. Trend and forecast analysis: Market trend (2011-2016) and forecast (2017-2022) by segments and region. Segmentation analysis: Global tennis equipment market size by various applications such as type, and material of tennis racquet type in terms of value and volume shipment. Regional analysis: Global tennis equipment market breakdown by key regions such as North America, Europe, and Asia & Rest of World. Growth opportunities: Analysis on growth opportunities in different applications and regions of tennis equipment market. Strategic analysis: This includes M&A, new product development, and competitive landscape of global tennis

equipment market. Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers the following 11 key questions:

Q.1 What are some of the potential, high-growth opportunities for the global tennis equipment manufacturing market by type (tennis racquet, tennis ball, and tennis string), material of tennis racquet (composite and other materials), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which region will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges in this tennis equipment market?

Q.5 What are the business risks and threats of this tennis equipment market?

Q.6 What are emerging trends in this tennis equipment market and reasons behind them?

Q.7 What are some of the changing demands of customers in the tennis equipment market?

Q.8 What are the new developments in the market? Which companies are leading these developments?

Q.9 Who are the major players in this tennis equipment market? What strategic initiatives are being implemented by key players for business growth?

Q.10 How intense is the competitive rivalry and threat of substitution in this tennis equipment market?

Q.11 What M&A activity by the tennis equipment suppliers has occurred in the last 5 years?

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