

Sports Equipment in Italy

<https://marketpublishers.com/r/S73164FF959EN.html>

Date: January 2020

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: S73164FF959EN

Abstracts

Sports Equipment in Italy

SUMMARY

Sports Equipment in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

Sports equipment Includes ball sports equipment, adventure sports equipment, fishing equipment, golf equipment, racket sports equipment, winter sports equipment, specialist footwear and all other sports-dedicated equipment. Gym equipment is included, however Smart Watches and Nutrition supplements are not.

The Italian sports equipment market had total revenues of \$3.1bn in 2018, representing a compound annual growth rate (CAGR) of 0.8% between 2014 and 2018.

Clothing, footwear and accessories specialists account for the largest proportion of sales in the Italian sports equipment market in 2018, sales through this channel generated \$652.9m, equivalent to 21.1% of the market's overall value.

The Italian market's weak growth in recent years can be attributed to the volatile economic condition which resulted in low consumer confidence and high unemployment.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the sports equipment market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the sports equipment market in Italy

Leading company profiles reveal details of key sports equipment market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy sports equipment market with five year forecasts

REASONS TO BUY

What was the size of the Italy sports equipment market by value in 2018?

What will be the size of the Italy sports equipment market in 2023?

What factors are affecting the strength of competition in the Italy sports equipment market?

How has the market performed over the last five years?

How large is Italy's sports equipment market in relation to its regional counterparts?

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COMPANIES MENTIONED

Decathlon S.A.

IIC-INTERSPORT International Corporation GmbH

BasicNet SpA

NIKE Inc

Fila Korea Ltd

adidas AG

Carrefour SA

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