

Sports Equipment in Scandinavia

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Abstracts

Sports Equipment in Scandinavia

SUMMARY

Sports Equipment in Scandinavia 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 Scandinavian sports equipment market had total revenues of \$5.3bn in 2018, representing a compound annual growth rate (CAGR) of 3.1% between 2014 and 2018.

Clothing, footwear and accessories specialists account for the largest proportion of sales in the Scandinavian sports equipment market in 2018, sales through this channel generated \$787.1m, equivalent to 14.9% of the market's overall value.

The growth of online pure play and multi-channel distribution as a method of for consumption of sports equipment demonstrates the growing importance of e-

commerce in the market.

SCOPE

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

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

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 Scandinavia sports equipment market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

IIC-INTERSPORT International Corporation GmbH

NIKE Inc

adidas AG

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