

# Sports Equipment in South Africa

<https://marketpublishers.com/r/SCC317C1611EN.html>

Date: January 2020

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: SCC317C1611EN

## Abstracts

Sports Equipment in South Africa

### SUMMARY

Sports Equipment in South Africa 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 South African sports equipment market had total revenues of \$1.4bn in 2018, representing a compound annual growth rate (CAGR) of 5.3% between 2014 and 2018.

Clothing, footwear and accessories specialists account for the largest proportion of sales in the South African sports equipment market in 2018, sales through this channel generated \$391.0m, equivalent to 27.7% of the market's overall value.

Popular sports include football, rugby and cricket with large dedicated fan bases. Firms can gain significant revenue through equipment and merchandise from

these sports.

## **SCOPE**

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

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

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 South Africa sports equipment market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

The Foschini Group Limited

NIKE Inc

The SPAR Group Limited

adidas AG

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