

Sports Equipment in South Korea

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Abstracts

Sports Equipment in South Korea

SUMMARY

Sports Equipment in South Korea 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 Korean sports equipment market had total revenues of \$7.0bn in 2018, representing a compound annual growth rate (CAGR) of 6.3% between 2014 and 2018.

Online pure play accounts for the largest proportion of sales in the South Korean sports equipment market in 2018, sales through this channel generated \$836.1m, equivalent to 11.9% of the market's overall value.

Distribution through online pure play has grown significantly in the historic period, demonstrates the growing significance of e-commerce in the South Korean market.

SCOPE

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

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

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 Korea sports equipment market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Kolon Corp

Mizuno Corporation

NIKE Inc

Fila Korea Ltd

adidas AG

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