

# Sports Equipment Retail in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Sports Equipment Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 Turkish sports equipment market had total revenues of \$1.2bn in 2020, representing a compound annual growth rate (CAGR) of 20.9% between 2016 and 2020.

Other specialist retail accounted for the largest proportion of sales in the Turkish sports equipment market in 2020; sales through this channel generated \$0.7bn, equivalent to 57% of the market's overall value.

A surge in home exercise equipment during the pandemic spearheaded an 18% increase in market value during 2020 and offset disruption in other sports equipment sales.

## **SCOPE**

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

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

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

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

## **REASONS TO BUY**

What was the size of the Turkey sports equipment retail market by value in 2020?

What will be the size of the Turkey sports equipment retail market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Turkey's sports equipment retail market?

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