

Sports Equipment in China

<https://marketpublishers.com/r/SD602C9590DEN.html>

Date: January 2020

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: SD602C9590DEN

Abstracts

Sports Equipment in China

SUMMARY

Sports Equipment in China 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 Chinese sports equipment market had total revenues of \$24.5bn in 2018, representing a compound annual growth rate (CAGR) of 6.7% between 2014 and 2018.

Online pure play accounts for the largest proportion of sales in the Chinese sports equipment market in 2018, sales through this channel generated \$1.7bn, equivalent to 6.9% 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 Chinese market.

SCOPE

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

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

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 China sports equipment market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Geography segmentation
- 4.2. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What new products/services/innovations have been launched in the market over the last year?
- 7.3. What strategies do the leading players follow?
- 7.4. What threats do the leading players face?

8 COMPANY PROFILES

- 8.1. NIKE Inc
- 8.2. adidas AG
- 8.3. Li Ning Company Ltd
- 8.4. ANTA Sports Products Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China sports equipment market value: \$ billion, 2014-18
- Table 2: China sports equipment market geography segmentation: \$ billion, 2018
- Table 3: China sports equipment market distribution: % share, by value, 2018
- Table 4: China sports equipment market value forecast: \$ billion, 2018-23
- Table 5: NIKE Inc: key facts
- Table 6: NIKE Inc: Annual Financial Ratios
- Table 7: NIKE Inc: Key Employees
- Table 8: adidas AG: key facts
- Table 9: adidas AG: Annual Financial Ratios
- Table 10: adidas AG: Key Employees
- Table 11: Li Ning Company Ltd: key facts
- Table 12: Li Ning Company Ltd: Annual Financial Ratios
- Table 13: Li Ning Company Ltd: Key Employees
- Table 14: ANTA Sports Products Limited: key facts
- Table 15: ANTA Sports Products Limited: Annual Financial Ratios
- Table 16: ANTA Sports Products Limited: Key Employees
- Table 17: China size of population (million), 2014-18
- Table 18: China gdp (constant 2005 prices, \$ billion), 2014-18
- Table 19: China gdp (current prices, \$ billion), 2014-18
- Table 20: China inflation, 2014-18
- Table 21: China consumer price index (absolute), 2014-18
- Table 22: China exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: China sports equipment market value: \$ billion, 2014-18

Figure 2: China sports equipment market geography segmentation: % share, by value, 2018

Figure 3: China sports equipment market distribution: % share, by value, 2018

Figure 4: China sports equipment market value forecast: \$ billion, 2018-23

Figure 5: Forces driving competition in the sports equipment market in China, 2018

Figure 6: Drivers of buyer power in the sports equipment market in China, 2018

Figure 7: Drivers of supplier power in the sports equipment market in China, 2018

Figure 8: Factors influencing the likelihood of new entrants in the sports equipment market in China, 2018

Figure 9: Factors influencing the threat of substitutes in the sports equipment market in China, 2018

Figure 10: Drivers of degree of rivalry in the sports equipment market in China, 2018

COMPANIES MENTIONED

NIKE Inc

adidas AG

Li Ning Company Ltd

ANTA Sports Products Limited

I would like to order

Product name: Sports Equipment in China

Product link: <https://marketpublishers.com/r/SD602C9590DEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SD602C9590DEN.html>