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Sports Equipment in Europe

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Abstracts

Sports Equipment in Europe

SUMMARY

Sports Equipment in Europe 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 European sports equipment market had total revenues of $41.4bn in 2018, representing a compound annual growth rate (CAGR) of 2.3% between 2014 and 2018.

Clothing, footwear and accessories specialists account for the largest proportion of sales in the European sports equipment market in 2018, sales through this channel generated $8.5bn, equivalent to 20.6% of the market's overall value.

Clothing, footwear and accessories brands such as German firm Adidas and US based Nike is notably popular but online pure play and multi-channel distribution have grown significantly demonstrating the growing importance of e-commerce.

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SCOPE

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

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

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 Europe sports equipment market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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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

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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. Decathlon S.A.
8.2. IIC-INTERSPORT International Corporation GmbH
8.3. NIKE Inc
8.4. Sports Direct International Plc
8.5. JD Sports Fashion Plc
8.6. adidas AG

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

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List Of Tables

LIST OF TABLES

Table 1: Europe sports equipment market value: $ billion, 2014-18
Table 2: Europe sports equipment market geography segmentation: $ billion, 2018
Table 3: Europe sports equipment market distribution: % share, by value, 2018
Table 4: Europe sports equipment market value forecast: $ billion, 2018-23
Table 5: Decathlon S.A.: key facts
Table 6: Decathlon S.A.: Key Employees
Table 7: IIC-INTERSPORT International Corporation GmbH: key facts
Table 8: IIC-INTERSPORT International Corporation GmbH: Key Employees
Table 9: NIKE Inc: key facts
Table 10: NIKE Inc: Annual Financial Ratios
Table 11: NIKE Inc: Key Employees
Table 12: Sports Direct International Plc: key facts
Table 13: Sports Direct International Plc: Annual Financial Ratios
Table 14: Sports Direct International Plc: Key Employees
Table 15: JD Sports Fashion Plc: key facts
Table 16: JD Sports Fashion Plc: Annual Financial Ratios
Table 17: JD Sports Fashion Plc: Key Employees
Table 18: adidas AG: key facts
Table 19: adidas AG: Annual Financial Ratios
Table 20: adidas AG: Key Employees
Table 21: Europe size of population (million), 2014-18
Table 22: Europe gdp (constant 2005 prices, $ billion), 2014-18
Table 23: Europe gdp (current prices, $ billion), 2014-18
Table 24: Europe inflation, 2014-18
Table 25: Europe consumer price index (absolute), 2014-18
Table 26: Europe exchange rate, 2014-18

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List Of Figures

LIST OF FIGURES

Figure 1: Europe sports equipment market value: $ billion, 2014-18
Figure 2: Europe sports equipment market geography segmentation: % share, by value, 2018
Figure 3: Europe sports equipment market distribution: % share, by value, 2018
Figure 4: Europe sports equipment market value forecast: $ billion, 2018-23
Figure 5: Forces driving competition in the sports equipment market in Europe, 2018
Figure 6: Drivers of buyer power in the sports equipment market in Europe, 2018
Figure 7: Drivers of supplier power in the sports equipment market in Europe, 2018
Figure 8: Factors influencing the likelihood of new entrants in the sports equipment market in Europe, 2018
Figure 9: Factors influencing the threat of substitutes in the sports equipment market in Europe, 2018
Figure 10: Drivers of degree of rivalry in the sports equipment market in Europe, 2018

COMPANIES MENTIONED

Decathlon S.A.
IIC-INTERSPORT International Corporation GmbH
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Sports Direct International Plc
JD Sports Fashion Plc
adidas AG

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