

# 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.

## 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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### COMPANIES MENTIONED

Decathlon S.A.

IIC-INTERSPORT International Corporation GmbH

NIKE Inc

Sports Direct International Plc

JD Sports Fashion Plc

adidas AG

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