

# Sports Equipment in Germany

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## Abstracts

Sports Equipment in Germany

### SUMMARY

Sports Equipment in Germany 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 German sports equipment market had total revenues of \$4.0bn in 2018, representing a compound annual growth rate (CAGR) of 1.7% between 2014 and 2018.

Clothing, footwear and accessories specialists account for the largest proportion of sales in the German sports equipment market in 2018, sales through this channel generated \$1.6bn, equivalent to 38.6% of the market's overall value

Football is the most popular spectator sport in Germany with a large fan base. Researchers from the CIES Football Observatory reported that in the period 2013-2018 the German top tier (Bundesliga) had the highest average

attendance in the world with 43,302.

## **SCOPE**

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

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

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 Germany sports equipment market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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IIC-INTERSPORT International Corporation GmbH

Decathlon S.A.

Aldi Einkauf GmbH & Co oHG

NIKE Inc

Lidl Dienstleistung GmbH & Co KG

adidas AG

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