

# Sports Equipment in Japan

<https://marketpublishers.com/r/S884CA4D0AFEN.html>

Date: January 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: S884CA4D0AFEN

## Abstracts

Sports Equipment in Japan

### SUMMARY

Sports Equipment in Japan 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 Japanese sports equipment market had total revenues of \$14.2bn in 2018, representing a compound annual growth rate (CAGR) of 0.8% between 2014 and 2018.

Department Stores account for the largest proportion of sales in the Japanese sports equipment market in 2018, sales through this channel generated \$2.6bn, equivalent to 18.1% of the market's overall value.

Weak growth can be attributed to Japan's ageing population with sports usually popular amongst younger generations.

## **SCOPE**

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

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

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 Japan sports equipment market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Mizuno Corporation

NIKE Inc

Globeride, Inc.

adidas AG

Aeon Co., Ltd.

Seven & i Holdings Co., Ltd.

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