

Sports Wear Market in India

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Abstracts

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Sportswear is a niche segment of retailing whereby, government, federations, manufacturers, sponsors, and consumers play an important role. Retailing of sportswear products in India is growing due to the rise in per capita income, changing lifestyle, and consumer preferences. India has been a manufacturing hub for sports products and the number of brands sourcing from India has tremendously increased after liberalization.

Our research "Sports Wear Market in India", anticipates that the current size of the Indian sportswear industry is worth ` 365.8 Billion, which is expected to grow at a CAGR of around 33% during 2010-2014. The current market estimates and future projections are entirely based on the set of feasible market trends and Indian demographics, which take into account the consumer behavior and spending patterns that may affect the growth of the sportswear industry.

This report has segmented the Indian sportswear market into various subsections - sports footwear & sports apparel, rural/urban divide, and gender-wise demand projections. Our broad research on this industry has found that the current sportswear market is dominated by the sports apparel sector and this sector will continue to dominate the industry in near future as well.

Our research also elaborates the fact that, there remains a vast difference in the buying habits and purchase decision making of Indian consumers, if we segment them on the basis of urban/rural divide. A similar change in the consumer behavior and buying patterns is also true in case of how the industry players are targeting men or women

sportswear segment.

“Sports Wear Market in India” provides extensive research and in-depth analysis on the sportswear market. Thorough data and analysis presented in the report will help clients evaluate the leading-edge opportunities critical for the success of the sportswear market in India. Factors, which are fueling growth in the Indian sportswear market, have been discussed in detail along with the challenges that could obstruct smooth running of the industry. Besides, the report offers rational analysis of the key sportswear companies in the country.

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