

United States Alternative Sports Equipment Market By Type (Skating, Surfing, Mountain Biking, Archery Snowboarding & Others), Competition Forecast & Opportunities, 2012-2022

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Abstracts

With increase in lifestyle disease due to obesity and stress, alternative sports have emerged as a viable substitute to mainstream sports such as football, basketball, etc. The US government, in collaboration with civil societies and the media, have come up with several initiatives to popularise alternative sports as a means of getting fit, both physically and mentally. Many of these initiatives revolve around the construction of parks and sports complexes and launching social media campaigns to further enhance the desirability of pursuing alternative sports. Furthermore, women are being seen as untapped potential demand generators for such sports, and consequently, an increasing number of alternative sports equipment manufacturers are getting into creating equipment specifically for women, to broaden their consumer base. New technologies, such as 3D motion sensing are being adopted to track the user movements, as well as to attract the younger, tech savvy generation towards adopting alternative sports.

According to "United States Alternative Sports Equipment Market, By Type, Competition Forecast & Opportunities, 2012-2022", the alternative sports equipment market in the US is anticipated to grow to over \$ 13 billion by 2022. Skating equipment, such as skateboards, ice skates, roller skates, etc. held the major share in alternative sports equipment market in 2016, and it is anticipated that skating equipment would be the largest demand generator during the forecast period as well. South region stood as the highest demand generator of alternative sports equipment and held a major revenue share in 2016, followed by West region of the country. Both the regions in the country have large population bases that understand the importance of an outdoor sport, which is the major reason as to why these regions are expected to dominate alternative sports

equipment market in the US over the course of next five years. “United States Alternative Sports Equipment Market, By Type, Competition Forecast & Opportunities, 2012-2022” discusses the following aspects of alternative sports equipment market in the US:

United States alternative sports equipment market Size, Share & Forecast

Segmental Analysis – Skating, Surfing, Mountain Biking, Archery, Snowboarding and Others

Changing Market Trends & Emerging Opportunities

Competitive Landscape & Strategic Recommendations

WHY YOU SHOULD BUY THIS REPORT?

To gain an in-depth understanding of alternative sports equipment market in the United States

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants, alternative sports equipment manufacturers and other stakeholders align their market-centric strategies

To obtain research based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

REPORT METHODOLOGY

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with alternative sports equipment manufacturers, distributors, dealers, retailers, importers and industry experts.

Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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3. Cannondale Bicycle Corporation
4. Boardriders, Inc
5. Johnson Outdoors Inc.
6. Skis Rossignol S.A.
7. Salomon S.A.S.
8. K2 Corporation
9. Sk8factory
10. Confluence Outdoor

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