

Demographic Shift to Drive Golf Retail Market

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Abstracts

The recent trends indicate a slight decrease in the number of rounds played and the number of core participants of golf. However, the diminishing popularity of golf is only a temporary phase. The growing baby boomer generation and population shift in the 45-plus age group in the coming decade are likely to drive the golf market.

The competitive landscape of the golf retail market is highly fragmented, with the major competitor groups being on-course and off-course specialty retailers. The highly fragmented state of the golf retail market gives an opportunity for companies with superior merchandise concepts and solid inventory management. The focus of top retailers is on a broad assortment of products, private labels, multi-channel platforms and innovative shopping experience.

The report begins with a discussion of the sporting goods market and then goes on to analyze the US, UK, and other regional golf markets. The report profiles the major golf retailers, focusing in-depth on their business strategies. It also analyzes the major trends prevalent in the golf market.

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