

Golf Retail Market Report: 2008 Edition

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The international golf market is very fragmented and approximately double than the current U.S. market. The ratio of men to women golf in all aspects whether its golf coaching, retail, course management or equipment custom fitting is disproportionate but has started taking a structural shape. Recent trends suggest a slight decrease in the number of rounds played and the number of core participants of golf in US.

Core golfers are the largest segment of the industry and play an important role in driving golf industry growth. Core golfers' participation has declined over the last five years from 2003 to 2007. The five largest retailers driving golf industry are Dick's Sporting Goods, The Sports Authority, Golfsmith, Edwin Watts and Golf Galaxy. Baby boomers are another factor of driving US golf industry.

The report represents worldwide golf industry and focuses on US Golf market, its demographic segments. It gives an overview of UK, Europe and China golf industries. Report analysis major industry trends such as new innovations and trends in other regions. It profiles key competitors in the industry and analyze their key business strategies.

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