

US Athletic Retail Market Report: 2009 Edition

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Abstracts

Worldwide consumers are facing the impact of economic recession and athletic goods market has also been affected. However, footwear is considered to be less cyclical than apparel when consumer spending is under pressure. Analysts are expecting market stabilization over the next few months but not a quick recovery.

The US is the largest sporting goods market in the world. A key issue facing the industry is rising raw material prices and labour costs in Asia – a major outsourcing destination for footwear and apparel manufacturers.

The sporting goods industry is highly fragmented. The smaller and financially weak companies could be forced to exit the market in future. Major retailers are restricting store growth and reducing their presence in underperforming or over-saturated markets.

Nike and Adidas together account for the largest share of the global athletic footwear and apparel market. Market leader Nike has a significant lead over Adidas in footwear market while they are closer competitors in athletic apparel market.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

The report analyzes the US athletic apparel and footwear market. The competitive landscape of apparel and footwear market is discussed, both at manufacturer and retail level. It further analyzes the major trends prevalent in the athletic goods market. The

report also profiles the major athletic goods manufacturers and retailers, focusing in-depth on their business strategies.

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