

The Global Sporting Goods Industry: the Market

Market Analysis – 2017-2023 Trends – Corporate Strategies

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Exclusive extracts from this 100-page-long report:

- **What is the business?**

The market for sporting goods comprises mostly footwear, apparel and equipment, the first two segments accounting for the vast majority of sales. Further segmentation can be determined by whether companies offer performance or sports-inspired products, and whether they are focused on outdoor activities, athletics, ball sports, urban sports, etc. [...]

- **What are the main markets?**

The global sporting goods market has seen mid-range single-digit growth on average over the past ten years, and was estimated to be worth around €300bn in 2016. Sales growth has been generally consistent with the global macroeconomic environment: the lows seen in 2009 and 2012-2013 coincided with the global financial crisis and the eurozone crisis, respectively. In recent years, the weaker Russian and Brazilian economies have been offset by Chinese consumers' growing available income and a recovery in mature markets. [...]

- **Who are the key players?**

Nike is, by far, the industry leader, with nearly €30bn in sales, a strong global presence, and robust brand equity. It is about as big as its three main direct competitors (Adidas, Puma, Asics) combined. Adidas is a clear second with revenues of about €20bn, ahead of more diversified groups, such as VF Corp (Vans, Jansport, Eastpak...) and Amer Sports, and more focused groups, such as Asics and Under Armour. [...]

- **How intense is competition?**

Barriers to entry in the industry are fairly high. Leaders own strong brands with a rich history and spend hundreds of millions of dollars a year on advertising and consumer research in order to increase consumer demand and brand visibility. They also control the largest share of store shelves and are increasingly integrating retail activities. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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