

Leading Players of the Global Sporting Goods Industry

Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

Publication date: April 2017

Exclusive extracts from this 66-page-long report:

- **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. [...]

Groups analysed in this report include: **Nike, Adidas, VF Corp, Under Armour, Puma, Asics, Amer Sports, Columbia, Mizuno and Billabong.**

- **What are the players' strategies?**

Under Armour is seeking to expand in the sportswear and lifestyle segment with its recently introduced UAS (Under Armour Sportswear) brand. Best known for its performance products targeting well-trained athletes, it has recently developed a full line of more fashionable shoes and clothing, teaming up with New York designer Tim Coppens in late 2016. [...]

- **What are the players' key growth and profitability drivers?**

Adidas had an exceptional 2016 fiscal year, after a strong 2015. The group had previously underperformed the industry. Much like Nike, Adidas has greatly benefited from its growing retail presence (2,700 stores) [...]

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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