

# Global Sports Equipment Industry 2025- Nike Inc., Adidas Group, Reebok International, Puma, Under A

**Pune, Feb 24, 2019 (IssueWire.com)** - Global [Sports Equipment Industry](#) was valued at USD XX% Billion in the year 2017. Global Sports Equipment Industry is further estimated to grow at a CAGR of 3.7% from 2019 to reach USD 89.2 Billion by the year 2025. The North America region holds the highest Industry share in 2017 and the Asia Pacific is considered as the fastest growing Industry in the forecasted period. At the country level, U.S, U.K. and China are projected to grow strongly in the coming years due to the high rate of investment by R&D.

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Major market players in Sports Equipment Industry are Nike Inc., Adidas Group, Reebok International, Puma, Under Armour Inc., VF Corporation, Everlast Worldwide Inc., Wilson Sporting Goods, New Balance, Fila, and the brief overview of 10 companies is also provided in the report. Rising research and development expenses cater to changing demand of end users. Similarly, growth strategies such as acquisition, merger and expansion of the distribution network were few techniques adopted by most of Tier 1 and Tier 2 manufacturers in recent years.

SWOT Analysis of Sports Equipment Industry:

Strength:

Collaboration with e-commerce websites.

The rising trend to follow prominent sports players.

Increasing media coverage of global sports event. For e.g. Fifa.

Weakness:

Regular advancements

Increasing instances of counterfeited and forged products

Opportunities:

Regular upgradations and advancements. For e.g. Terra Nova Equipment.

Huge investments by R&D

Threats:

Intense competition among the producers.

The absence of government regulations and trade infringement.

The Global Sports Equipment Industry is segmented as By-Product type and Distribution Channel and Region. The Product type is divided into ball sports, adventurous sports, fitness equipment's, golf equipment's, sports equipment's, athletic equipment and athletic apparels in which ball sports contributes to the highest Industry share due to greater popularity among youngsters.

Sports Equipment Industry Segmentation:

By Distribution Channel

- Sports shop
- Department and discount stores
- Online retail
- Others

By Product Type

- Ball sports

- Adventurous sports
- Fitness Equipment's
- Golf Equipment's
- Sports Equipment's
- Athletic Equipment's
- Athletic Apparels

#### By Region

##### North America

- USA
- Canada

##### Europe

- Germany
- U.K.
- France
- Italy
- Rest of Europe

##### APAC

- China
- India
- Japan
- Rest of Asia-Pacific

##### RoW

- Latin America
- Middle East & Africa

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