

Industry Discussed – Online Sports Equipment Market In Europe

Focused Market– European Young Generation

Analysis focused

- Determine the industry & market potential.
- Determine the prospects of Sports Equipment market on Amazon E-commerce Marketplace.
- Analyze demand and sales trends in Sports Equipment market.

Client's objective

The report was to be used to assess the market potential and viability of the sports equipment among the health conscious segments of Europe.



Our Target Market:

1. UK
2. Germany
3. France
4. Spain
5. Italy



European Sports Equipment Market

Total Market Size
XXX

CAGR '10-'14
XXX

Annual Growth rate '14
XXX

CAGR '14-'19
XXX

Fitness Market Share
XXX

Online Buyers
XXX
Of internet users

Largest share of Market: UK
XXX

Annual Growth rate: UK
XXX

The sports equipment market in Europe has experienced a considerable growth during the last 5 years with revenue expanding XX% in 2014. The sports and equipment market with a steady compound annual growth rate of XX% during the period 2010-14. is valued at €XX,XXX million.

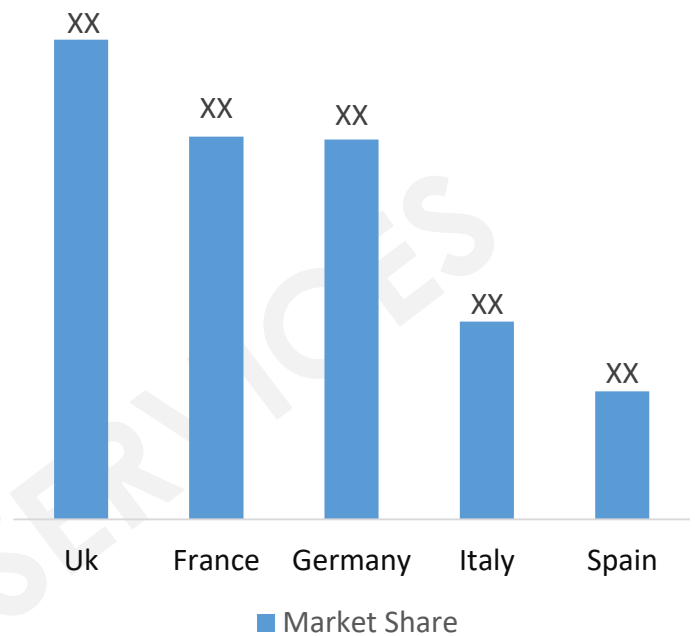
The expansion of the sports market differs from country to country, for example, the UK market grew by XX% per year while Germany recorded a growth rate of XX%. The European sports equipment market is expected to grow at a similar growth rate in the next five years 2014-2019, with a CAGR of XX%.



Leading Markets

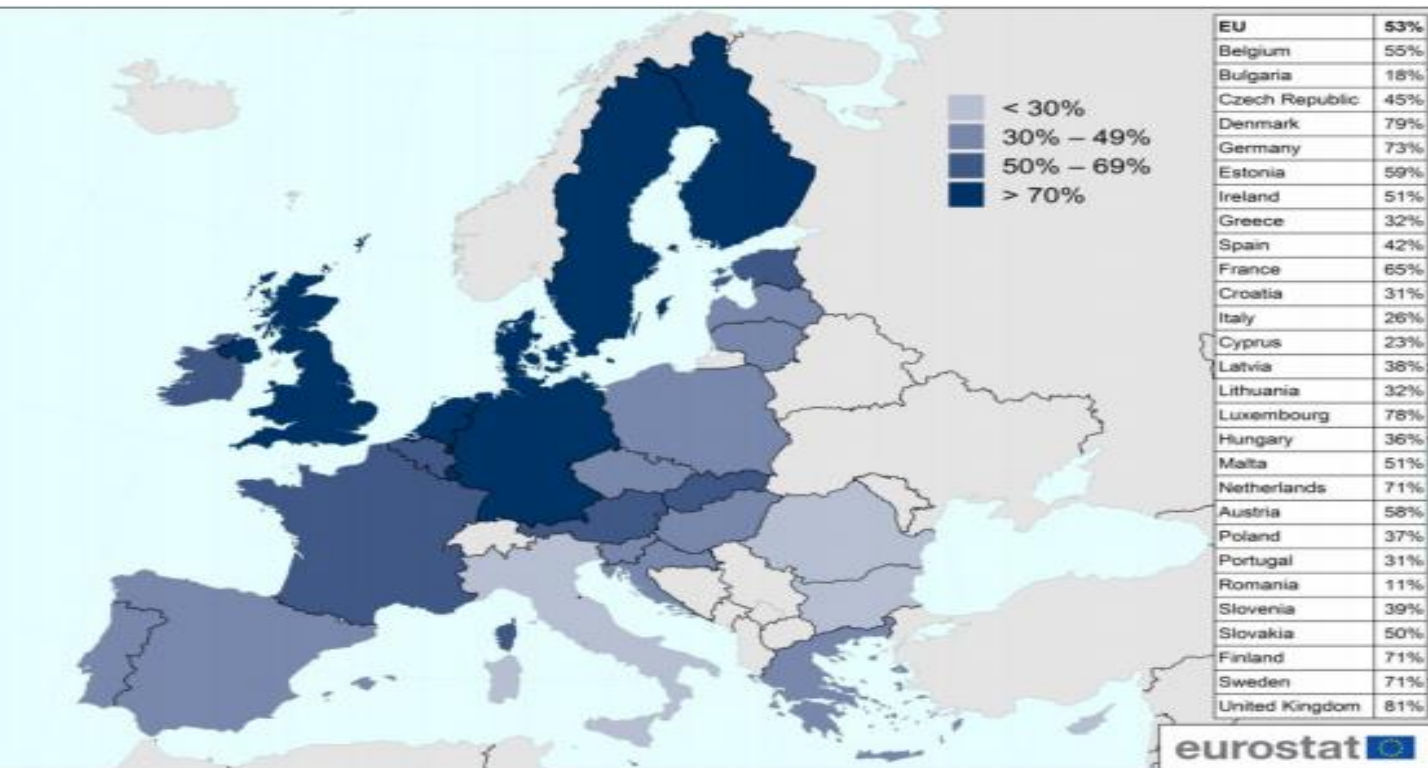
- UK shares XX% of the total European market size.
- France & Germany follows UK with XX% of total market share each.
- Spain & Italy share a total of X% & X% of total European Market respectively.
- These five countries represents over XX% of the total European sports equipment market.

Country-Wise Market Share



Moreover, some acquisition activities has taken place, such as Fanatics Inc.'s acquisition of the football equipment retailer Kitbag Ltd and Repucom was recently acquired by Nielsen Sports, Wanda group also acquired Infront Sports & Media of UK, recent acquisition of Powerhouse fitness by Sport-Tiedje, and in addition, Desso was also recently acquired by Tarkett, a leader in sports surface solutions.





Online Market Size: State-Wise

With an internet base of XXX millions, XX% of European population uses internet. XX% of this internet population uses ecommerce for shopping. When it comes to shopping online. UK leads the way with XX% of the internet users in the country buying online.

The share of e-buyers was highest in the United Kingdom (where XX% of the total population aged 16 to 74 purchased online) followed by Denmark (XX%), Luxembourg (XX%), Germany (XX%), the Netherlands, Finland and Sweden (all XX%).

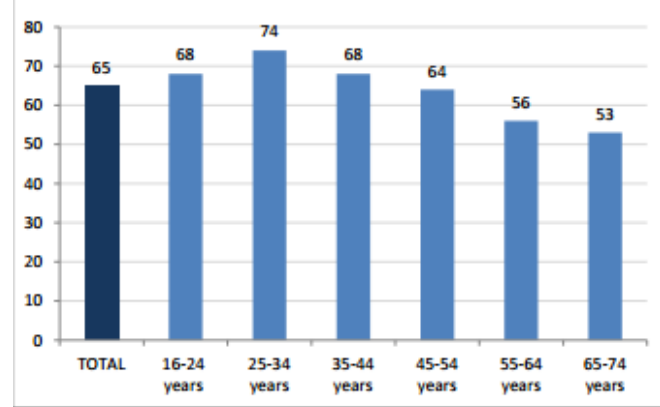
Overall, in half of the Member States, the share of e-buyers was above XX%.



Online market demographics

Among the proportion of online shoppers by age group in Europe, the share of internet users having purchased online was lead by the younger generation. XX% of those lying in the age group 16-24 years bought online, and XX% of those lying in the age group 25-34 years.

Proportion of online shoppers by age group



Internet purchase by age group in our target market, 2015

(As % of internet users in the respective age group)

Country	16-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years
Germany	XX	XX	XX	XX	XX	XX
Spain	XX	XX	XX	XX	XX	XX
France	XX	XX	XX	XX	XX	XX
Italy	XX	XX	XX	XX	XX	XX
UK	XX	XX	XX	XX	XX	XX

Among the proportion of online shoppers by age group in our target country, the share of internet users having purchased online was lead by the younger generation with XX% of those lying in the age group 16-24 years bought online in UK followed by XX% in Germany and XX% in France, Italy had the least online buyers in this age group. In the age group 25-34 years Germany led the way with XX% people making online purchases followed by UK, France and Spain.



Category of products bought online in our target market, 2015

(As % of all e-buyers)

Country	Clothes & sports goods	Travel & holiday accommodation	Household goods & toys	Events tickets	Books, magazines & newspapers
Germany	XX	XX	XX	XX	XX
Spain	XX	XX	XX	XX	XX
France	XX	XX	XX	XX	XX
Italy	XX	XX	XX	XX	XX
UK	XX	XX	XX	XX	XX

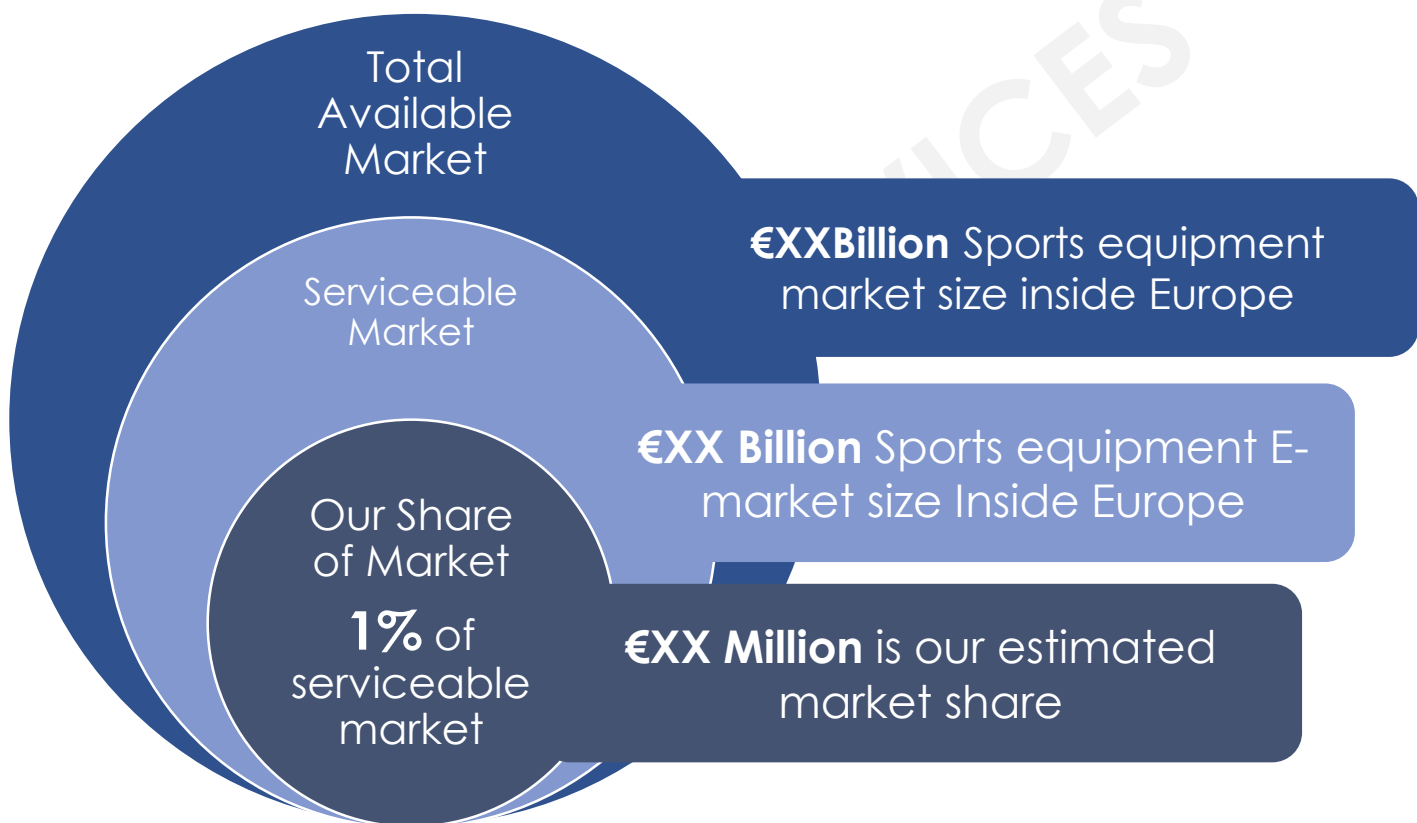
In 2015, the most popular product purchased online in the EU was clothes and sports goods, with XX% of e-buyers having bought an item of this group. They were followed by travel and holiday accommodation (XX%), household goods and toys (XX%), tickets for events (XX%) and books, magazines and newspapers (XX%).

Clothes and sports goods were the top item in nineteen Member States of EU. The highest share of e-buyers having purchased clothes & sports goods online in 2015 was registered in the United Kingdom (XX%).



Our Market Share

The findings of the research are encouraging and confirms the opportunities lying ahead in the e-commerce sector for sports & fitness equipment in the coming time. European Union's Digital agenda is far more than encouraging to heighten the investment in E-commerce sector.



Furthermore, Sports & fitness goods remains the largest portion of the E-commerce industry and presents an exciting opportunity for companies that can provide equipment with more features at the prevailing market prices.



Our Target Market Place: Amazon



The E-commerce giant had a €XX billion share in the global E-commerce industry in 2014.

According to the e-commerce intelligence portal, 'Internet Retailer' Amazon shared a €XX billion revenue of the total European E-commerce market in 2014. And when it comes to our target market of **FR, DE, IT, ES & UK**, Amazon had a total sales of €XX billion including The Netherlands, where it currently offers only books.

Amazon offers a variety of services across Europe, like:

FBA

(Fulfillment By Amazon)

Amazon offers FBA service globally and it has XX fulfillment centers across Europe

One Click Checkout

Amazon offers one-click checkout to its European customers.

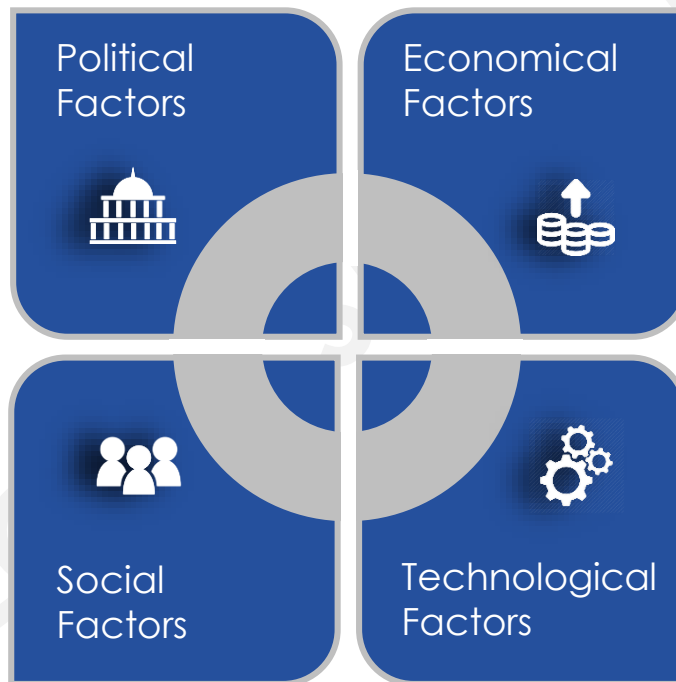
Prime

Prime subscribers get features like free 2 days delivery and free entertainment streaming.



PEST ANALYSIS

- Structural changes in public administration can affect ecommerce industry
- Due to non existence of trade restrictions and tariffs, European market is open for all EU member states
- Unstable political environment in Greece
- UK being the largest E-commerce market, Brexit may affect the business
- The EU economy grew by X% constantly in last 5 years
- The Ecommerce industry grew by XX% in 2015 and is estimated to grow by XX% in 2016
- UK, FR & DE accounted for XX% of European ecommerce
- Brexit may affect the EU economy



- Health & fitness consciousness is increasing among Europeans
- XX% of European population used internet in 2015
- X out X person in EU purchased online in 2015
- XX% of the e-buyers bought goods from sport & clothes category.
- The digital agenda for Europe (DEA) policy of European Commission (EC) surpassed its target of XX% E-buying population in 2015
- Online cross-border trade in EU accounted for XX percent of all intra-EU offline trade (for the same goods)
- EC adopted an e-commerce communication in 2012 that contained 16 actions aimed to double the volume of e-commerce in Europe by 2015



Trend

Health & fitness consciousness among the European population is on increase and engagement in the sports & fitness activities is increasing. The current trends in the sports & fitness market are:

OUTDOOR



- Whether it be trail running, outdoor gyms, indoor or outdoor climbing, outdoor activities are undoubtedly the most engaged activities in Europe.

CYCLING



- The rising demand for electric cycles will help fuel this growth as will the relevant clothing – whether it be specific or more lifestyle driven.

RUNNING



- The close links between the running and “health sports” market is also likely to ensure that the running boom seen across Europe will continue for some years to come



Trend Cont..

MULTIFUNCTIONAL CLOTHING



- A noticeable trend developing is the multi-use clothing. In particular generic walking/running/outdoor/cycling apparel will see significant growth in the coming years across Europe

INNOVATION & SMART TECHNOLOGY



- New high-tech materials and technical improvements will involve a further optimization of the equipment's functionality for the ambitious outdoor sports enthusiasts. Hence, it is certain to remain the most essential criterion for outdoor clothing, footwear and hardware to 2020 and beyond.

TEAM SPORTS



- Team sports still benefit from the positive development of soccer, above all the rising popularity of women's football will drive increased revenue opportunities and further drive the women's market.



The work created, made or originated by Bizcon Services LLP and its expert team shall be the sole and exclusive property of the Bizcon Service LLP, except it voluntarily choose to transfer such work in full or in parts.

The work depicted hereunder are meant only for sample purpose. The author does not mean it to be used by any other means.

Bizcon Services LLP

D-11, LGF, Maharani Bagh, NFC,
New Delhi- 110065
Email: Info@bizcon.in
Contact: +91 11 6571 7600

