

Sports Goods Retailing - UK - May 2012

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“Stores will be repositioned to act as places where people can go to be fitted for, try on and try out products prior to ordering them online.”

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- Where is short-term growth in demand for sports goods going to come from?
- Can the major chain operators sustain a nationwide retail presence in the future and do they need to?
- What does the future hold for independent sports goods retailers?
- What can retailers do to stimulate sports participation?

This report examines the retailing by specialist outlets of sports clothing, footwear and equipment, which is defined as:

- sports clothing, eg tracksuits, swimwear, hooded sweatshirts, accessories (gloves, caps etc)
- sports footwear, eg trainers, running shoes, football boots, ski boots
- sports equipment, eg tennis racquets, golf clubs and balls, trampolines, snooker tables.

All items of clothing and footwear that are specifically designed for sport are included, whether these items are worn when participating in a particular sport (described by retailers as ‘activewear’ or ‘performance’ items) or worn as casualwear. This includes items carrying a well-known branded logo and items produced under a clothing retailer’s own-label.

Some exclusions have been made from the list of products bought by consumers for active leisure, because they represent highly specialised markets. Among these are: boats, boating and sailing products; any other vehicles used for sport; and equipment and apparel for horse riding, fishing, hunting and shooting.

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