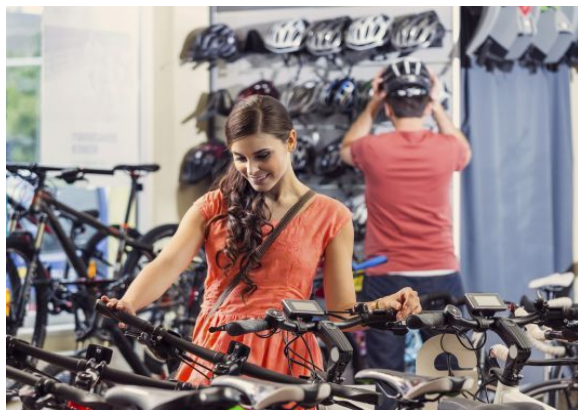


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"The specialist sporting goods market is estimated to have enjoyed a good 2014 with the market growing. We expect 2015 to be another good year for the market reflecting a more confident consumer who is more willing to spend on discretionary items."

- Nick Carroll, Retail Analyst

This report looks at the following areas:

- Encouraging sports participation from stores
- Embracing the casual market
- Amazon: A serious player in the sporting goods market

The market is dominated by two specialists, Sports Direct and JD Sports. Both businesses have grown very strongly in the past few years and have continued to gain market share. We are also seeing growth within the pureplay specialist sports goods retailers. The specialist sporting goods market is also home to a wide range of smaller chains and independents who are facing increased competition from both the major specialists as well as the non-specialists.

Our consumer data in this report highlighted that both price and a wide range of products are two of the most important factors when deciding where to shop for sporting goods. It is no surprise then that Sports Direct and Amazon were found to be the most popular destinations to purchase sporting goods: both retailers place range and price at the forefront of their brand positioning. The popularity of Amazon within our data shows how the non-specialists are putting pressure on the specialist market.

This report is designed to give an overview of the UK sporting goods market. This includes market information, including a specialist sporting goods market size and forecast, as well as consumer research covering a variety of issues within the market.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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