

## Sports Goods Retailing - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The sports goods market continues to grow at an exceptional level. Driven by a rising interest in health and wellness amongst young consumers, the athleisure trend is dominating the sector. The success of the market has seen increasing levels of competition from non-specialists and more than ever retailers need to establish their position in a crowded sector.”

– Samantha Dover, Retail Analyst

### This report looks at the following areas:

- Consumer interest in health & wellness drives athleisure trend
- Increasing market entries from non-specialists
- Retailers use technology to enhance consumer engagement

The sports goods market has continued to grow at an exceptionally fast pace and this performance continued in 2015. The growth in the sector has been largely driven by the athleisure trend which has seen an increasing number of consumers wearing sportswear for leisure as opposed to pure sports. This has seen a number of non-specialist retailers enter the market, which has increased competition.

The market continues to be dominated by the two leading specialist retailers; Sports Direct and JD Sports. While JD Sports has continued to grow and gain market share, Sports Direct's growth has slowed.

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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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##### The facts

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Retailers use technology to enhance consumer engagement

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