

Sports Clothing and Footwear - UK - August 2011

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“The UK’s declining interest in sport coupled with the shift in popularity towards solo fitness forms of exercise which require relatively little specialist clothing presents a challenge to the sports clothing and footwear market. Sports retailers could counteract these trends by actively encouraging participation with loyalty schemes which give discounts on participation or membership fees. They also need to ensure that existing players continue to spend on their hobby, by showcasing their credentials as experts in the field and demonstrating how the latest products can elevate both performance and enjoyment in sport.”

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- How much of an impact will the London 2012 Olympics have?
- How will stalling participation rates affect the sports clothing and footwear market?
- Can sports retailers actively encourage participation?
- How has the online market impacted upon in-store shopping?
- Can retailers please everyone from the keen players to the fashion buyers?
- How can consumers be encouraged to buy more regularly?
- What does the future hold for independents?

Definition

The market this report looks at includes sports clothing and footwear, 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.

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.

Value figures throughout this report are at retail selling prices unless otherwise stated.

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