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# Sports Equipment: United States

August 2020



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# About This Report

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## Scope

This report forecasts to 2024 US sports equipment demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- gymnasium and exercise equipment
- golf equipment
- water and winter sports equipment
- fishing equipment
- team sports equipment
- playground equipment
- other sports equipment such as bike helmets, bowling equipment, and racket sports equipment

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

Excluded from the scope of this report are bikes, fishing line, fishing nets, fishing seines, hunting gear (including firearms and ammunition), camping gear, and athletic apparel and footwear. Re-exports of sports equipment are excluded from demand figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Sports Equipment: United States (FF90020)* represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

## About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 10 | NAICS & SIC Codes Related to Sports Equipment

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
339920	Sporting and Athletic Goods Manufacturing	3949	Sporting and Athletic Goods, NEC
451110	Sporting Goods Stores	5941	Sporting Goods Stores and Bicycle Shops

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of

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determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Motorcycles*

*Recreational Boating in the US*

*Recreational Vehicles in the US*

#### Freedonia Focus Reports

*Amusement Parks: United States*

*Athletic Footwear: United States*

*Bicycles: United States*

*Footwear: United States*

*Motorcycles: United States*

*Recreation: United States*

*Recreational Boating: United States*

*Recreational Vehicles: United States*

*Toys & Games: United States*

*Travel Services: United States*

#### Freedonia Custom Research

### Trade Publications

*Athletic Business*

*Club Industry*

*Golfweek*

*Outdoor Life*

*Sporting Goods Intelligence*

### Agencies & Associations

International Health, Racquet & Sportsclub Association

National Golf Foundation

National Sporting Goods Association

Outdoor Industry Association

Snowsports Industries America

US Department of Commerce

Bureau of Economic Analysis

US Census Bureau

US International Trade Commission