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# Sports Equipment: United States

December 2017



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# About This Report

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## Scope & Method

This report forecasts US sports equipment demand and shipments in nominal US dollars at the manufacturer level to 2021. 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

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

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2006 to 2016.

This report 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 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

## About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- 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

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

## Industry Codes

**Table 9 | Industry Codes Related to Sports Equipment**

<b>NAICS/SCIAN 2007</b>		<b>SIC</b>	
<b>North American Industry Classification System</b>		<b>Standard Industry Codes</b>	
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

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Stretch & Shrink Film Market in the US*, September 2017

*Fiber-Reinforced Plastic Composites Market in the US*, January 2017

*Polyurethane Market in the US*, November 2016

*High Performance Composites*, August 2016

*World Graphene*, April 2016

#### Freedonia Focus Reports

*Athletic Footwear: United States*

*Bicycles: United States*

*E-Commerce: United States*

*Recreation: United States*

*Rubber: United States*

*Toys & Games: 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