

The Sporting Goods Market: A Growth Overview



Introduction

Growing cultural trends toward living fit and healthy lifestyles with focuses on athleisure and celebrity partnerships have spurred the sporting goods industry into new territories of growth. By the end of 2023, the North American sporting goods market will reach \$35 billion dollars.

The sporting goods market is undergoing a shift from a brick-and-mortar industry to an increasingly eCommerce-based market.

Are you looking to break into the sporting goods industry? Maybe you already have an established sporting goods business and are looking to take your business to the next level?

Whether you're already running a successful sporting goods business or looking to start your next venture into a highly lucrative sector, [Skuvault](#) has the service you need to jumpstart the growth of your business.

Why is the sporting goods market growing so rapidly?

A growing public awareness toward the benefits of healthy lifestyles is driving tremendous growth within the sporting goods industry. The benefits of exercise and physical activity are now at the forefront of public consciousness. Globally, obesity rates are on the rise, leading many consumers to purchase equipment and clothing designed to promote healthier lifestyles. As more and more individuals turn to sports and other fitness activities to engage in healthy ways of living, sporting goods retailers are continuously striving to innovate and offer consumers a wide range of products to accommodate growing needs.

But consumers aren't just investing in the sporting goods market to combat their sedentary lifestyles and stay fit inside of inactive work cultures...

A Changing Culture

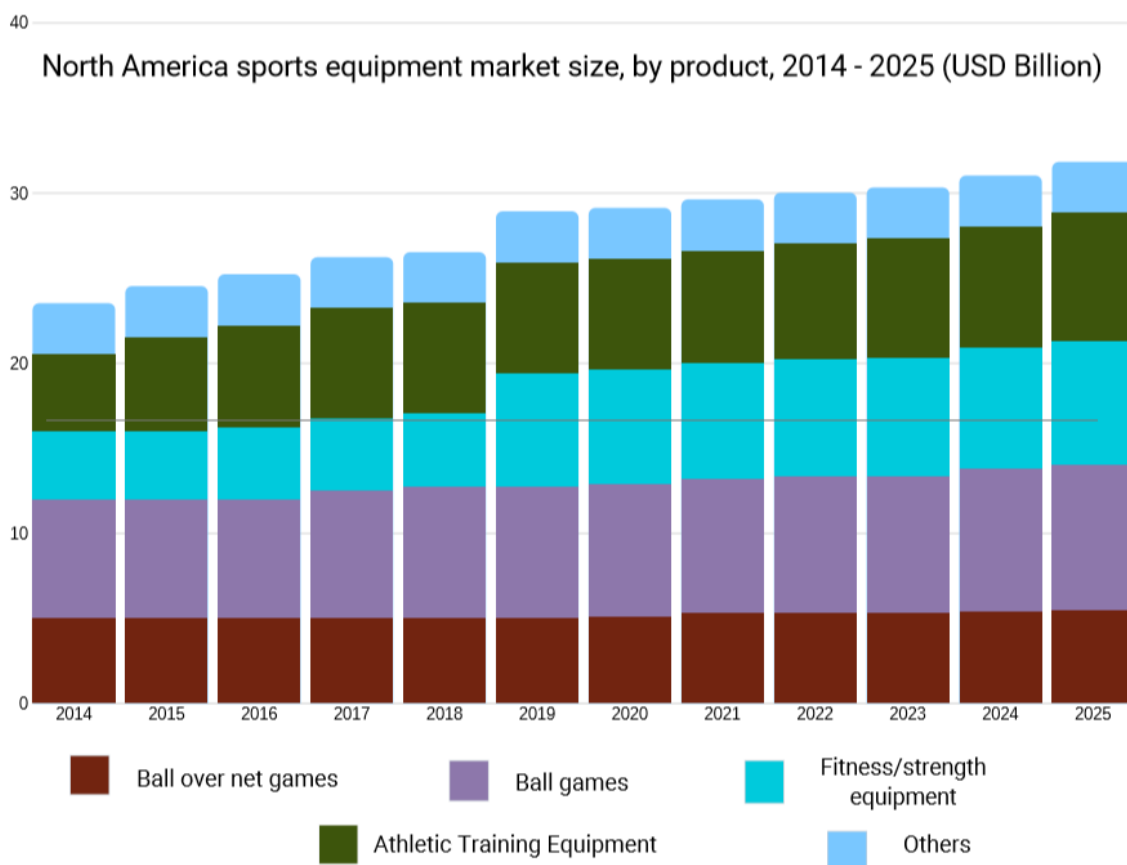
Becoming a fitness and healthy lifestyle enthusiast has grown beyond just a good diet and engaging in physical activity. The Millennial-driven movement toward a fit and healthy outlook has become increasingly image-based as well, with athleisure clothing becoming a huge aspect of the lifestyle. Celebrities, influencers, and social media have driven the popularity of athleisure and activewear as a cultural trend. You're just as likely to see activewear trends on the runways and fashion magazines as you are at the gym. This trend has driven tremendous growth and profit for players in the sporting goods industry.

Market Size and Forecast

Thanks to increasing public interest in health and fitness, more consumers than ever are seeking to purchase sporting goods and related products, including workout clothing, alternative exercise materials, and gym equipment. Globally, the sporting goods market is exploding, with over a 4.1% CAGR forecasted throughout 2023.

The American clothing market is trending toward more and more casual aesthetics. As a result, athleisure has seen a huge rise in sales, benefiting sporting goods retailers such as Nike, Adidas, and Under Armour. Specialty retailers such as Lululemon are also thriving.

As the options available for physical activity and exercise for consumers continue to grow, so will the diversity and strength of the sporting goods market. Consumer taste is constantly changing, providing new pathways for sporting goods retailers to plug into specific markets and profit.



Going Green

There is a growing cultural trend toward consumer support for sustainable products and industries. Several sporting goods retailers have keyed into the trend for renewable and recycled products in an effort to “go green,” garnering popular approval from consumers. Retailers such as North Face have launched refurbished clothing lines that feature returned and defective products at discounted prices. Discounting products that would have otherwise been destroyed creates a new stream of revenue and adds appeal for increasingly eco-conscious consumers. This also opens doors for consumers who would usually not make a purchase from the retailer.

A Changing Landscape

However, the sporting goods industry is not without its specific challenges. Increasing gun violence within the United States has created a shift in public opinion on the availability of firearms. In 2018, Dick’s Sporting Goods addressed this by removing assault-style firearms and high-capacity magazines from their stores and refusing to sell firearms to consumers under the age of 21. In 2019, the company took the initiative even further by completely removing guns from 125 of their stores. Sporting goods retailers must constantly consider the changing cultural landscape in order to appeal to consumers and make socially responsible decisions.

An Inventory Management System Maximizes Your Profit

Breaking into the eCommerce market for sporting goods can be tough. However, the right software can make your journey to success much easier. Having available inventory across marketplaces is vital to growth for online retailers. SkuVault offers a dynamic system designed to streamline this process. When it comes to inventory, accurate and easy-to-access reporting is your best friend. When you're selling your products across multiple platforms, [our inventory management system](#) gives you a real-time snapshot of which products are selling best on which platforms. Our system allows you to see which products aren't doing well, giving you the opportunity to reallocate product in order to take advantage of the best marketplaces.

SkuVault will also revolutionize your quality control processes, a vital element for any online retailer. An impeccable quality control process will always reflect in customer satisfaction. When a consumer searches for a sporting goods product on an online retailer's website, the retailer's search algorithms heavily favor vendors with positive ratings and reviews. If your products are receiving superior ratings and reviews, your company's products will receive higher rankings in search results. If your company is receiving lower ratings and reviews, your products will be pushed toward the bottom of the search results and are unlikely to be seen.

A primary reason consumers give positive or negative reviews involves the accuracy and timeliness of the order. By streamlining your inventory management, SkuVault ensures that the right products will be selected to fill orders from your warehouse. Our inventory management system also maintains your product inventory at highly accurate rates, cutting out situations involving backorders and undeliverable items.

SkuVault - The Perfect Partner for Your Sporting Goods Business

If you've ever owned a business, chances are you've reached a point in your story where sales begin to plateau. Automating your inventory and reducing manual inventory practices is a great solution to spark growth. If you want to find success in the eCommerce industry, a high-quality inventory management system is a critical investment. [SkuVault is the warehouse management technology platform designed to help your sporting goods business reach the next level.](#)

After partnering with SkuVault, your operation can expect to see the following:

- **90% fewer Out of Stocks**
- **83% fewer misships**
- **87% faster fulfillment**
- **30% lower labor costs**

Our mission is to help small and medium enterprises scale and succeed in the highly competitive eCommerce and omnichannel markets at a [fraction of the cost](#). [We deliver hands-on customer service experiences, meaningful data, and automated processes designed to cut down on waste and supply-chain inefficiencies,](#) saving you money and creating a positive impact on the global environment.

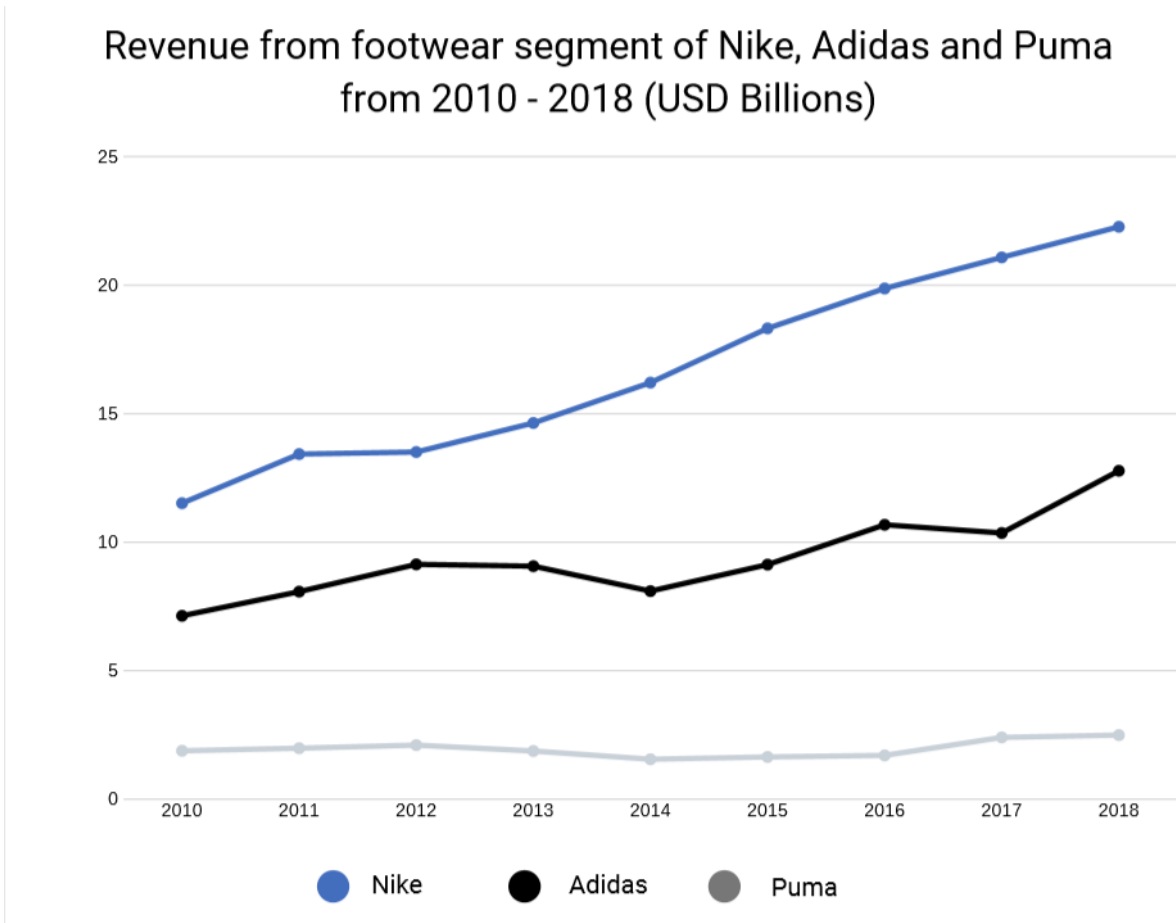
SkuVault's inventory management system is the perfect way to sync your sporting goods sales across [multiple eCommerce platforms](#). Our easy-to-use platform creates the optimal [picking, packing, and shipping processes](#) guaranteed to deliver customer satisfaction. Implementing a high-quality inventory management system is a guaranteed way to expedite your business's growth.

Fuel Your Growth

Regardless of the eCommerce platforms you choose to offer your products on, your business's success relies on an efficient inventory management system, especially within the highly competitive sporting goods market. Having a superior inventory management system on your side will ensure satisfied customers. If your company can't keep up with growth and provide accurate and on-time delivery to your customers, you'll quickly fall behind the competitors in your market.

While omnichannel selling is integral to your company's eCommerce success, it's not without its challenges. If your company is based around a brick-and-mortar retail experience, transitioning to an online shop can prove difficult. Likewise, if you're an online vendor trying to break into the brick-and-mortar market, this transition can also be challenging. SkuVault partners with other business software resources to allow for smooth integration and meet changing needs in a quick and seamless manner.

Market Share



Retailers with strong brick-and-mortar presences such as Bass Pro Shops Inc., Dick's Sporting Goods Inc., and Walmart dominate the United States sporting goods market. In 2016, sporting goods stores accounted for over \$47 billion dollars in sales.

Key players include:

1. Nike Inc.

- Nike is an American international corporation and is the largest supplier and manufacturer of sporting goods in the world. Nike possesses a 27.4% share of the global market.

2. Adidas AG

- Adidas is the second largest sporting goods manufacturer in the world and the largest in Europe. Over 42% of US consumers own Adidas clothing, shoes, or accessories. Adidas also owns the popular Reebok brand.

3. Puma SE

- Puma is a German-owned international sporting goods company known globally for their footwear. 78.5% of US consumers are familiar with the

Market Share

1. Amer Sports Corporation

- Amer Sports is an international Finnish-headquartered company with a focus on sporting equipment, including Wilson's subsidiary, Louisville Slugger.

2. VF Corporation

- VF is an American manufacturer of sporting goods. The company makes up 4.6% of the world's market share for athletic apparel and is one of the top 15 apparel retailers worldwide. VF's North Face brand is hugely popular in the United States.

3. Asics Corporation

- Asics is an international Japanese corporation. ASICS boasts an 11.3% market share in the running footwear category in the US.

4. Under Armour Inc.

- Under Armour is an American sporting goods manufacturer and is a much younger brand than its competitors. Still, it's ranked as the fourth-highest retailer in sales globally within the sporting goods industry.

5. Brooks Sports Inc.

- Brooks is an American company with a focus on running shoes and boasts a 12.4% market share for running shoes in the US.

Industry Trends

Participation rates in sports are anticipated to grow as more consumers key into active lifestyle trends and regimens. Alternative exercise activities continue to gain in popularity as well. More and more consumers are interested in participating in activities such as CrossFit, yoga, and Pilates. The drive toward these alternative exercise activities has energized the sporting goods market for apparel and equipment related to these activities, pushing the market into new territories.

Growth Drivers

The continuous trend in society toward more fit and active lifestyles will ensure the growth of the sporting goods industry for years to come. Growing populations with increasing disposable income will also provide stable growth for the retail industry as a whole. As average life expectancy and standard of living rises, consumers will remain active longer and continue to invest into sporting goods.

- Health and Fitness

Society is trending toward an emphasis on a healthier work-life balance. Consumers are increasingly looking for new ways to get the most out of their leisure time and invest their money in products that will improve their fitness and lead to more enjoyable lifestyles.

- Technological Advances and Innovation

Creating new product technology and improving existing product is critical in driving success within the market. The improvement and innovation of new product types and features will spur consumers to actively research their equipment and encourage them to replace outdated sporting equipment.

- Outdoors

Outdoor activities are growing more and more popular. This is just one part of a larger cultural shift encouraging people to experience and enjoy the outdoors in their leisure time as much as possible, regardless of age or gender.

- Consolidation

The sporting goods market still remains fragmented in comparison to other industries. Players within the industry will continue to consolidate with other companies in their search for success. This allows smaller companies to gain access to major retail channels and improves the scale of their success. This will increase competition for small to mid-sized enterprises within several product areas.

- Retailer and Supplier Relationships

Major retailers across the board are striving to cut down on the total number of suppliers while still having trustworthy and reliable sources of deliveries and superior customer service provided by their supply partners. It is critically important for retailers to have quick and efficient delivery, excellent customer service, joint promotional activities, and in-store partnerships.

Product Insights

The sporting goods industry scales a wide range of products and fields. As of 2016, the ball games segment holds the largest portion of sales in the market. Ball sports are popular across the globe, so sales and revenue from this section of the market result in higher sales. The ball games segment is predicted to remain the dominant sector through 2025 and will experience a compound annual growth rate of 5%. The rising global popularity of games such as basketball and football is a key factor in the growth of this sector.

The fitness and strength equipment sector will also experience a large rate of growth as well. Growing cultural tendencies toward leading fit and active lifestyles along with a rise in disposable income has created a boost for a wide range of products within the sporting goods market.

Online and Retail Distribution

Brick-and-mortar sporting good retailers and department stores account for the majority of sales within the industry. However, the online retail segment of the industry makes up a significant amount of sales and is also the fastest growing sector within the industry, boasting a CAGR of over 4.0%. Numerous brands are pivoting to benefit from this trend and strengthening their eCommerce presence.

Buying Brick-and-Mortar

Large chains have an advantage in stocking a wide variety of goods. Small companies and specialty retailers can compete successfully by carrying a deeper product line in specialized sports, hiring knowledgeable staff, offering repair services, or by serving a local market. Many consumers will still prefer to purchase their sporting goods in brick-and-mortar environments. This environment gives consumers the opportunity to try out new equipment. Consumers looking to buy into the athleisure and activewear trends also benefit from a brick-and-mortar experience, allowing consumers the chance to compare various athleisure and activewear items, as well as being able to try the items on.

Buying Online

Consumers are opting more and more to access their smartphones and other digital devices in order to make purchases and browse sporting goods selections. Partnerships between brands and celebrities and social media influencers offer a powerful way to reach new audiences and increase consumer spending. Well-developed websites with high functionality offer a quick and convenient way for consumers to gain access to a variety of sporting goods products. Online retailers also don't have to deal with the space limitations of brick-and-mortar environments, allowing eCommerce sites the chance to carry a wide range of products and varieties.

Regional Performance

Markets in Europe and North America are forecasted to continue growth for the coming years. North America accounts for over 35% of the global market share and is predicted to experience a CAGR of over 3%.

Globally, Asia Pacific has emerged as the fastest-growing region. High demand in places such as Australia have been attributed to a rising focus on sports and physical activity by the population. Increasing disposable income and consumer spending across the globe has also resulted in growing markets in India, China, and the Middle East.

Are You Ready For Growth on This Scale?

Whether you're already established in the sporting goods industry or an entrepreneur breaking into the field, the future of the industry is bright, and SkuVault is the proactive solution to expediting your business's growth. A reliable inventory management system will provide more than improved customer reviews. Our system will become an integral part of your company's operation, aiding in the discovery of issues seen in reporting that you would likely not realize without a streamlined management system. This allows you to be aware of potential problems early on and take a proactive approach to ensuring your company's success.

Regardless of which eCommerce platforms you're using, our [cloud-based warehouse management system](#) allows you to conduct business from anywhere in the world, and our API system allows you to set up any integration you may need to run your business. [SkuVault is the ultimate solution to expediting the growth of your business.](#)

[Are you ready to empower your sporting goods business? SkuVault's inventory management system is the perfect solution to spark new growth and maximize your bottom line. Contact us today.](#)

See For Yourself

“With SkuVault, everything is user friendly, and there’s not a huge learning curve involved. I don’t get stressed out.”

Shively Sporting Goods is a well-established sporting goods retailer that had traditionally achieved success with selling products from their brick-and-mortar store and outfitting local teams. The company had enjoyed a decades-long relationship with well-known brands such as Adidas and Oakley. In the early days of eCommerce, this gave the business the opportunity to sell these products online. Since these products weren’t available at other online competitors, Shively Sporting Goods had a distinct advantage in the early eCommerce market.

By 2012, Shively Sporting Goods had a huge problem on their hands. An important vendor relationship had dissolved, and the business owners now realized a huge concentration risk for the operation. With far too much dependence on Amazon, Shively Sporting Goods had to completely revolutionize their eCommerce presence.

Want to see how SkuVault helped Shively Sporting Goods jumpstart their eCommerce presence and double their profit margins within the first year of partnership? [Click here to find out more.](#)

