



MINDPOWER SOLUTIONS

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# The US Athletic Apparel and Footwear Industry Outlook to 2015

- Evolving Niche Segments in Sportswear

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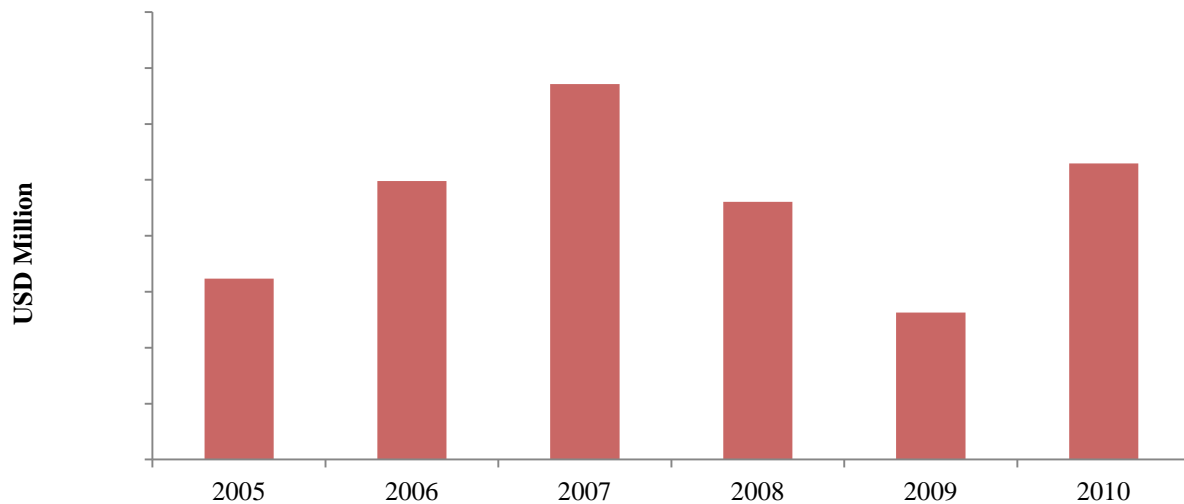
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## THE US ATHLETIC APPAREL AND FOOTWEAR MARKET SIZE BY PERSONAL CONSUMPTION EXPENDITURE, 2005-2010

In 2010, a surging demand was witnessed for performance athletic apparels and footwear due to the increasing number of athletes and the growing health awareness amongst the people of the US which led to the increased participation in varied fitness activities, especially running, training, biking and skating....

**Figure: The US Athletic Apparel and Footwear Market Size by Personal Consumption Expenditure in USD Million, 2005-2010**

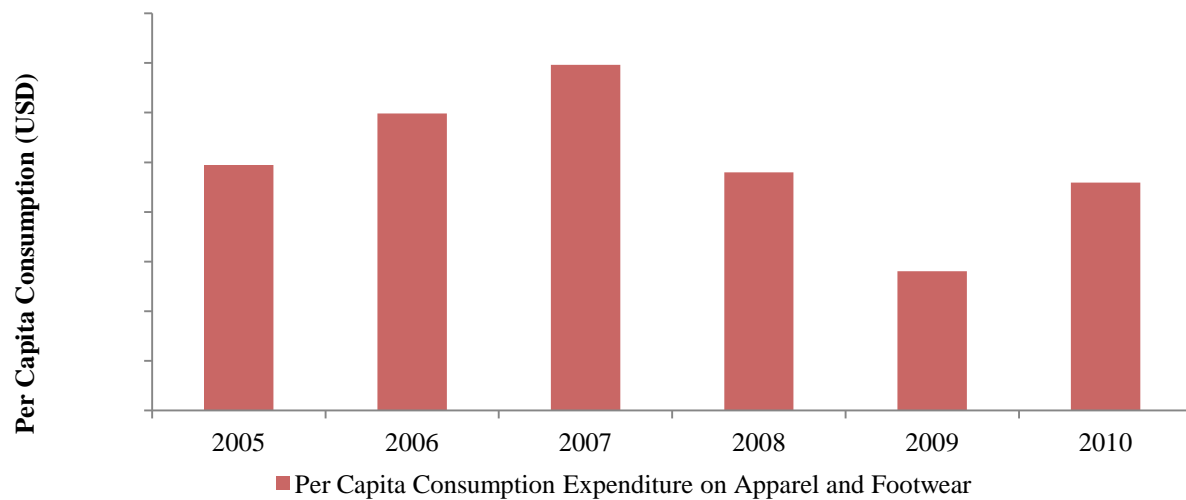


## THE US ATHLETIC APPAREL AND FOOTWEAR PER CAPITA CONSUMPTION, 2005-2010

The per capita expenditure on athletic apparel and footwear in the US has witnessed a modest growth of 4.5% during the period 2005-2007, which showcased the willingness of the people to spend on these commodities. Later in 2008, when the market was followed by a downturn due to global financial crisis, the consumer expenditure on these items witnessed a reduction as the families restricted their frequency of apparel and footwear purchases and concentrated on debt repayment...



**Figure: The US Athletic Apparel and Footwear Per Capita Consumption in USD, 2005-2010**



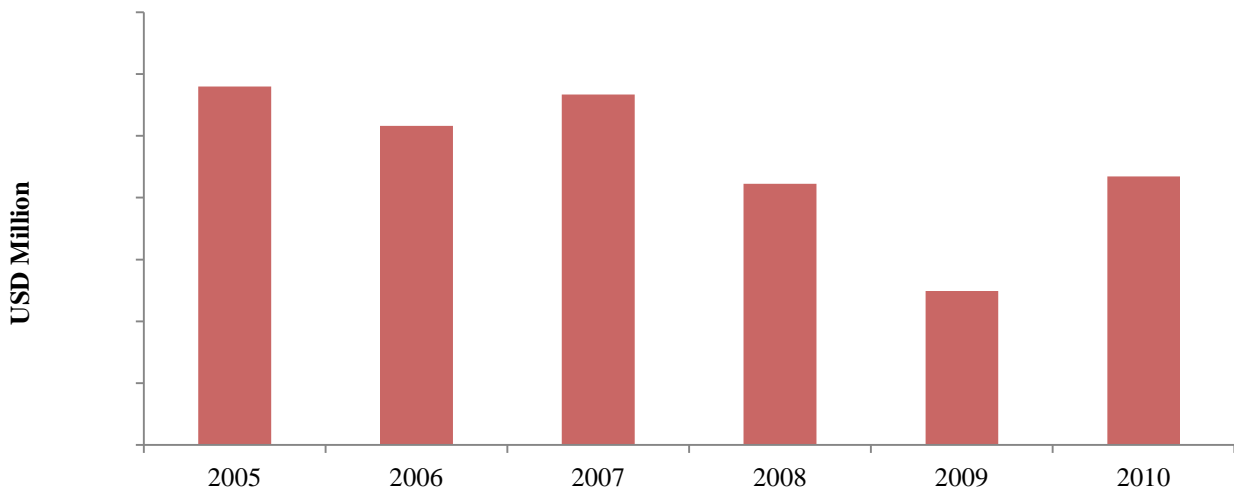
## THE US ATHLETIC APPAREL MARKET

### THE US ATHLETIC APPAREL MARKET SIZE BY PERSONAL CONSUMPTION EXPENDITURE, 2005-2010

...Soon after a year of positive growth, the market suffered the crunch of restricted consumer budget due to the economic slowdown. This effect was witnessed when the athletic apparel market further declined by ~% in 2009 after a sharp decline by ~% in the 2008. However, the market on account of the FIFA 2010, increasing number of joggers and growing sports participation in the US has achieved a positive growth of ~% in 2010.



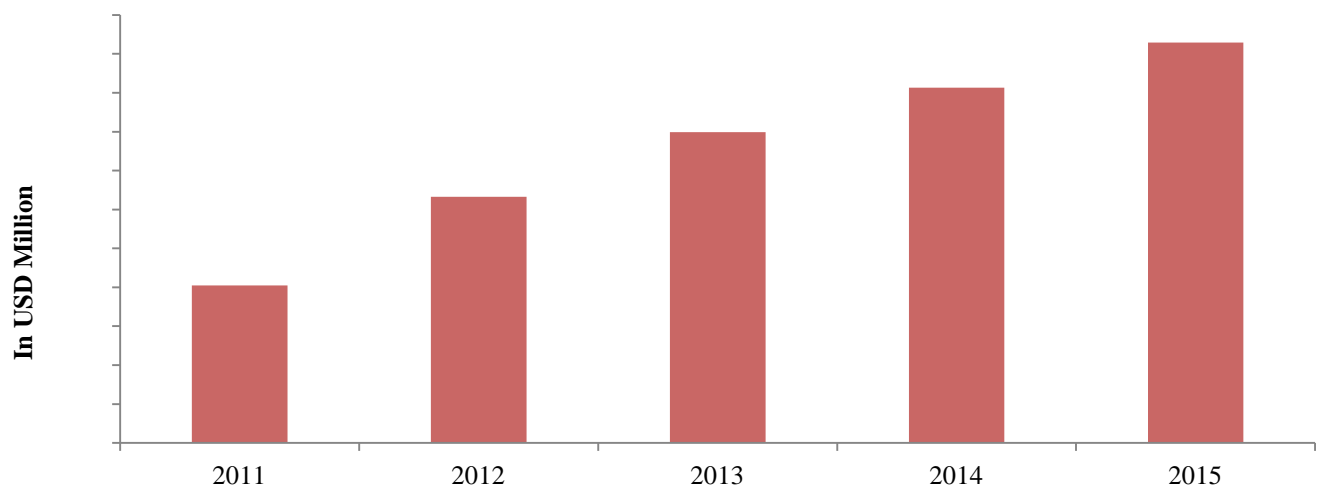
**Figure: The US Athletic Apparel Market Size by Personal Consumption Expenditure in USD Million, 2005-2010**



### THE US ATHLETIC APPAREL FUTURE OUTLOOK AND FUTURE PROJECTIONS, 2011-2015

....Considering the huge potential of the athletic apparel market, it is estimated that in 2011 the market will grow by ~% to USD ~ million and is projected to record a value consumption of USD ~ million by 2015.

**Figure: The Projected US Athletic Apparel Market Size by Personal Consumption Expenditure in USD Million, 2011-2015**



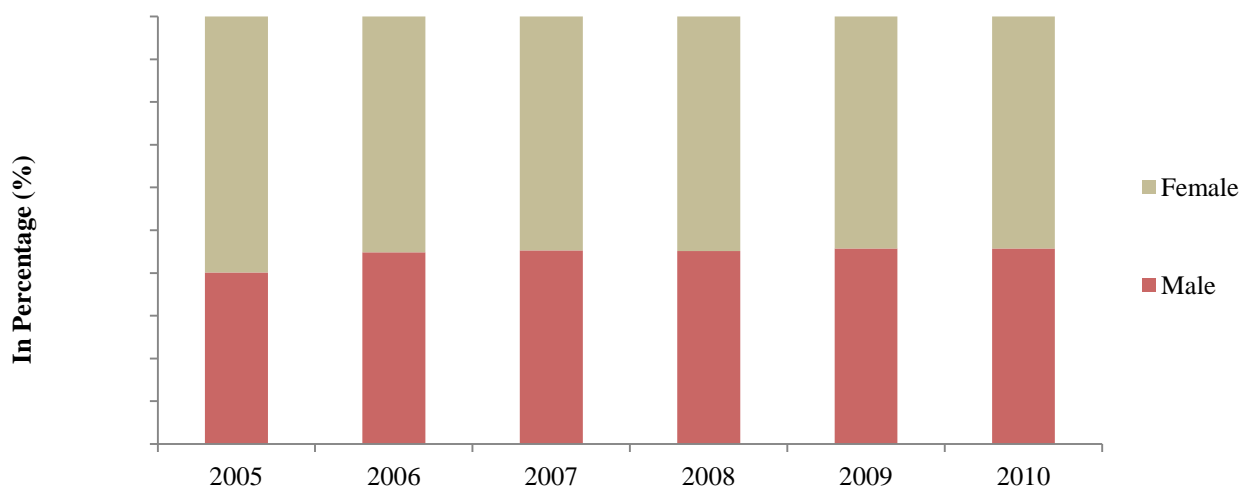
# THE US ATHLETIC FOOTWEAR MARKET

## THE US ATHLETIC FOOTWEAR MARKET SEGMENTATION, 2005-2010

### BY GENDER, 2005-2010

Over the years, the Athletic footwear market has witnessed a strong demand for female athletic shoes, especially from the school/college going teens and young mothers. While, teens primarily demand for training and sports-inspired casual shoes for their outdoor usage, mothers have showcased preference for toning and running/jogging shoes....

**Figure: The US Athletic Footwear Market Segmentation by Female and Male on the Basis of Personal Consumption Expenditure in Percentage, 2005-2010**



**Table: The US Athletic Footwear Market Segmentation by Male and Female on the Basis of Personal Consumption Expenditure in USD Million, 2005-2010**

Particulars	2005	2006	2007	2008	2009	2010
Female						



Male						
<b>Total</b>						

## BY PRODUCT CATEGORY, 2005-2010

The athletic footwear market in the US although is a mature market but still has the potential to generate demand amongst all categories of consumers irrespective of their age. This segment of the market has grown at a CAGR of ~% from 2005-2010 on account of innovative designs and models which has gained the preference of the people over the years.....

**Table: The US Athletic Footwear Market Segmentation by Product Category on the Basis of Personal Consumption Expenditure in Percentage (%), 2005-2010**

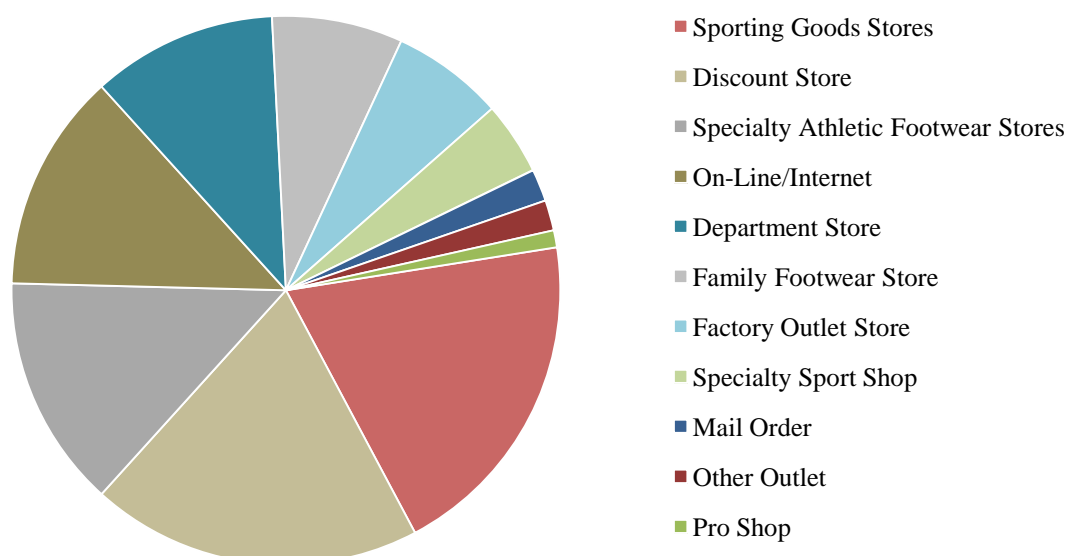
Types of Athletic Footwear	2005	2006	2007	2008	2009	2010
Walking Shoes						
Gym Shoes, Sneakers						
Jogging and Running Shoes						
Cross Training Shoes						
Basketball shoes						
Tennis Shoes						
Aerobic Shoes						
Others						

## BY CHANNEL OF DISTRIBUTION

In 2010, sporting goods stores and discount stores contributed around ~% and ~% of the total athletic footwear market sales respectively. Moreover, the people in the US seem to have showcased their preference for online purchases of footwear which has impelled the contribution of the online and internet to ~% in 2010 from ~% in 2008.



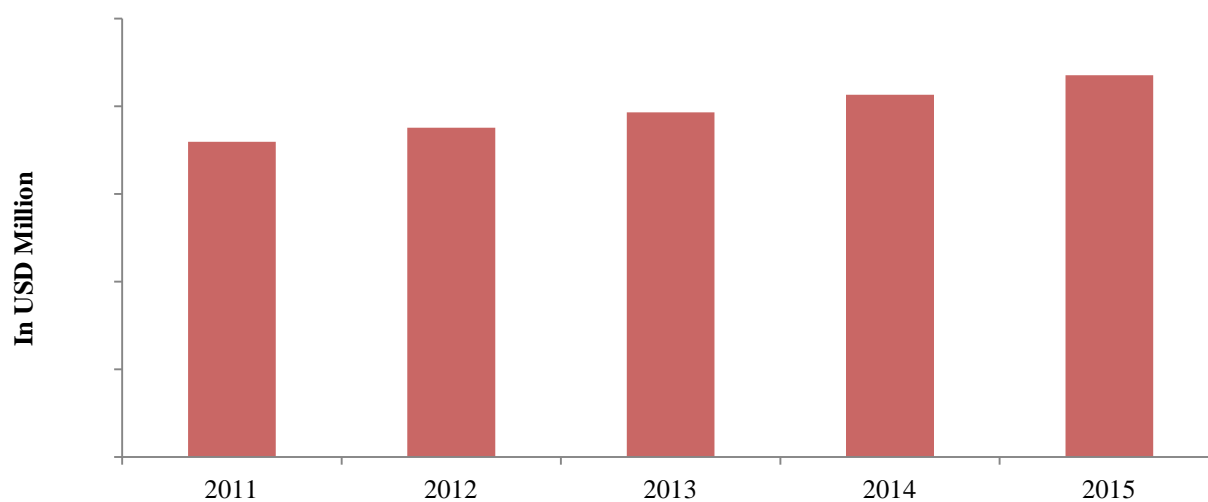
**Figure: The US Athletic Footwear Segmentation by Channel of Distribution on the Basis of Sales in Percentage, 2010**



## THE US ATHLETIC FOOTWEAR MARKET FUTURE OUTLOOK AND PROJECTIONS, 2011-2015

....

**Figure: The Projected US Athletic Footwear Market Size by Personal Consumption Expenditure in USD Million, 2011-2015**



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