
Description:

The global golf equipment manufacturing market declined during 2008-2013 and is forecast to grow at a CAGR of 1.9% and reach $7.1 billion by 2019. The competitive rivalry is high in the industry as the leading players try to grab the market and increase their profit by entering new regions and increasing their brand credibility by signing top players for endorsements.

This study addresses the revenue generation of manufacturers as well as retailers. As per the study, the market share of the industry depends on the abilities of the companies to create best in class product in multiple price range. Counterfeited products pose a major threat to this industry. These products are cheaper ones compared to originals which force the manufacturers to decrease their price range to compete with counterfeiter's price. Another challenge is that Chinese suppliers replicate company models who outsource products from China's low-cost factory with almost exactly the same price as the genuine ones, since they are the products of the same factory manufactured in the afterhours.

Despite challenges, the industry has witnessed considerable growth as number of women participants are increasing in golf who are also fashion conscious driving the demand for golf club, golf ball, stylish and functional golf apparel, and golf footwear and accessories.

Most of the industry players constantly kept an eye on the global market and tried to source destinations to gain operational efficiencies. Use of aggressive marketing strategies and endorsement by companies influenced consumer preferences to existing product offerings and their brands. The industry is also focusing to extend its presence in the BRIC countries, especially India and China as they have good growth opportunities with growing upper class and their purchasing power.

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features and Scope of this Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “Global Golf Equipment Manufacturing Market 2014-2019: Trends, Profit, and Forecast Analysis” include:

- Analysis of competitive intensity of the market based on Porter’s Five Forces model which helps to understand the competitive position of industry players.
- Global golf equipment manufacturing market intelligence with special emphasis on segment such as Golf Club (drivers, putters, woods, irons, etc.), Golf Ball, and Others (golf apparel, golf footwear, golf accessories and other golf equipment)
- Market size by different business segments in terms of value ($B), market size trend (2008-2013) and forecast (2014-2019) for key market segments those are useful to make major investment decisions.
- Regional Analysis provides golf equipment manufacturing market breakdown by region among North America, Europe, APAC and ROW.
- Competitor analysis: Market drivers and challenges, growth opportunity analysis by segment market and by regional market that helps to ascertain a sound investment decision.
- Market strategic assessment, emerging trend, innovations and new product launches, mergers and acquisitions by the market players are studied in the report.

The report is in power point presentation format and has hundreds of critical data and market insights that will help in effective decision making.

Benefits of Report:
The core competency is in market research and management consulting. In last 15 years, the author has worked on hundreds of market & economic research studies. These market reports offer the following benefits:

- Enhance your growth strategy with the information of key market segments and growth applications.
- Fine tune your business expansion with analysis of trend and forecast and key emerging trends in the industry.
- Explore business opportunities and ascertain new market entry with analysis of emerging geographies.
- Know the business environment with the competitive intensity of the industry, new developments and merger and acquisition deals.

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and inventory management
- Budgeting
- Investment decisions

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