World Footwear - Market Opportunities and Forecasts, 2014 - 2020

Description: The footwear industry is largely influenced by consumer trends and fashions. The rising demand for fancy and trendy yet comfortable footwear among all age groups is a key factor driving the global footwear industry. Further, a considerable rise in the disposable incomes of the individuals coupled with significant increase in number of working professionals has generated an increased demand for footwear, thereby supplementing the market growth.

The segments of athletic footwear and non-athletic footwear are the two major types of footwear covered in this report. Athletic footwear is primarily used for sports and related physical activities whereas non-athletic footwear is suitable for day-to-day formal as well as casual occasions. The growing consciousness of health and fitness, globally, boosts the demand of athletic footwear. Majority of footwear are made up of leather and non-leather material such as suede leather, tanned leather, rubber, fur and textile fabrics. Leather boots and formal shoes are largely in demand among men, while non-leather footwear are more popular among women. Leather footwear is a premium product and occupies a significant market share due to higher prices and demand. Countries in Asia Pacific region such as China and India are the major exporters of leather footwear to developed countries.

The Asia Pacific region exhibits the largest market for footwear while regions such as Latin America, Middle East and Africa are some of the potential markets for manufacturers, as the market penetration of international footwear brands is comparatively lesser in these regions. Presently, market players are in the process of expanding their sales channels and reach across different regions through web portals. Product launch, partnerships and expansions are the key strategies, which are adopted by the key market players. Leading players are now introducing new products to widen their product portfolio. Additionally, the market players are constantly in the process of conceptualizing effective strategies for marketing and branding of their products across global events such as the Olympics, Formula One Grand Prix and Wimbledon among others.

The global market is segmented based on type, mode of sale, gender, material and geography. The type segment comprises of athletic and non-athletic footwear, where the segment of non-athletic footwear accounts for the major share in the global footwear market. The mode of sale segment comprises of retail and online sale. With the increasing volume of sales across online platforms, E-commerce channels would gain popularity sales in the years to come. The material segment of the footwear market is categorized into leather and non-leather, where leather footwear occupies a larger market share compared to non-leather. Based on geography, the global footwear market is segmented across North America, Europe, Asia Pacific and LAMEA.

KEY BENEFITS
- The report covers an in-depth analysis of the footwear market, with detailed information about the current market trends
- Factors influencing the demand for footwear among men, women and children have been analysed to offer insights based on consumer groups
- The report comprehensively highlights the market dynamics such as changing lifestyles, rise in disposable incomes, rising health concerns which accelerates demand for athletic footwear and provide market intelligence for the same
- Porter's Five Forces analysis illustrates the potency of buyers and sellers operating in the market, and would help in developing effective strategies
- Value chain analysis of the industry provides a clear view of the key intermediaries and value additions at every stage in the chain
- Insights regarding latent opportunities such as the rising demand of athletic footwear among men and women would help stakeholders in implementing strategic business plans
KEY MARKET SEGMENTS

The market is segmented by type, mode of sale, gender, material and geography.

MARKET BY TYPE
- Athletic
- Non-Athletic

MARKET BY MODE OF SALE
- Retail Sales
- Online Sale

MARKET BY END-USER
- Men
- Women
- Children

MARKET BY MATERIAL
- Leather
- Non-leather

MARKET BY GEOGRAPHY
- North America
- Europe
- Asia-Pacific
- LAMEA
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3.2.3 Top winning strategies

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3.3.2 Undifferentiated product reduces the Bargaining power of supplier
3.3.3 High initial capital investment reduces the threat of new entrants
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3.3.5 Presence of numerous international market players with well-established brands intensifies the rivalry in the industry

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