



# Plunkett's Sports Industry Almanac 2016: Sports Industry Market Research, Statistics, Trends & Leading Companies

*Jack W. Plunkett*

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PLUNKETT'S SPORTS INDUSTRY ALMANAC 2016

## **Key findings:**

- Plunkett Research lists top 350 companies in Sports and names top trends changing the industry for the mid term.

## **Key Features:**

- Industry trends analysis, market data and competitive intelligence
- Market forecasts and Industry Statistics
- Industry Associations and Professional Societies List
- In-Depth Profiles of hundreds of leading companies
- Industry Glossary
- Buyer may register for free access to search and export data at Plunkett Research Online
- Link to our 5-minutes video overview of this industry

Pages: 500

Statistical Tables Provided: 10

Companies Profiled: 369

Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.

- How is the industry evolving?
- How is the industry being shaped by new technologies?
- How is demand growing in emerging markets and mature economies?
- What is the size of the market now and in the future?
- What are the financial results of the leading companies?
- What are the names and titles of top executives?
- What are the top companies and what are their revenues?

## **Contents, Statistics, Forecasts and Analysis Include:**

Major Trends Affecting the Sports Industry

- 1)Introduction to the Sports Industry
- 2)NFL (National Football League): The Biggest Money in U.S. Sports
- 3)Broadcasting Fees, Digital Access and Investment Savvy Boost MLB (Major League Baseball)
- 4)NBA (National Basketball Association) Regroups Under New Contract
- 5)NHL (National Hockey League) Team Differences Result in Financial Haves and Have-Nots
- 6)NASCAR's Best Teams Require Massive Investment
- 7)Television Rights Contracts Bring in Lucrative Revenues for Major Sports Leagues

- 8) Soccer (Football) Leagues in the U.S. and Europe Reap Significant Revenues and Sponsorships
- 9) NCAA College Sports Are Big Revenue Earners
- 10) PGA (Professional Golf Association) Tournaments Grow in International Markets/Golf Returns to the Olympics
- 11) Fantasy Sports Post Growth, Creating \$3.6 Billion in Revenue Online
- 12) eSports: Electronic Games Become Spectator Sports
- 13) Sports Equipment Manufacturers Offer the Latest High-Tech Advantages
- 14) Wearable Sensors Track Exercise Data/Apparel and Shoe Manufacturers Adopt Technologies
- 15) Lacrosse Is Among the Fastest-Growing Team Sports in America
- 16) Sports Agents Become Indispensable/ Sports Marketing Booms in China
- 17) New Video Game Console Technologies and Features Boost Sales
- 18) Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow
- 19) Gym Memberships Continue to Rise
- 20) Hiking, Walking and Running The Least Expensive Sports Draw the Most Participants
- 21) Bicycle Sharing Grows in Major Cities, But Financial Outlook Is Poor
- 22) Aging Baby Boomers Will Cause Significant Changes in the Leisure Sector, Including Sports and Activity-Based Travel
- 23) Athletic Footwear Sales Soar/Athletic Shoe Industry Draws Endorsements from Top Athletes

### **Sports Industry Statistics**

- 1) Sports Industry Overview
- 2) Selected U.S. Sports Industry Revenues: 2008-2014
- 3) Sports Industry, Estimated Sources of Revenue & Expenses, U.S.: 2009-2013
- 4) U.S. Spectator Sports, Performing Arts & Related Industries, Breakdown of Expenses: 2008-2013
- 5) Estimated Annual Sporting Goods Stores Retail Sales, Inventories & Purchases: 2005-2013
- 6) Estimated Monthly Sporting Goods Stores Retail Sales: 1992-April 2015

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