



Proposed Market Research Study – Indian Sports Market

The research aims to analyse the existing state of the Indian sports market and the opportunities available for British sports companies in India. It will provide a precise overview of Indian sports participation and its trends, driven by changing lifestyles, the rise of an Indian middle class and investments infrastructure. It will take a detailed look at specific market segments, outlining the competitive situation and highlighting opportunities in these categories plus detailing the difficulties in working in this fragmented and often price-oriented market, as well as the models used by some of its most successful early entrants.

This report will be conducted by a team of researchers with acknowledged resources and experience in the study of emerging sports markets – given the size of the country and the fact that there is hardly any reliable information on the Indian sports market, we anticipate it will take up to 12 months to compile a comprehensive report.

UK Trade & Investment who will help sponsor this research said recently “There is a huge diversity of opportunities in India across all sectors and with a creative approach to the market; UK firms can reap great rewards.” It seems to us that many such opportunities exist for British exporters of many different kinds of sports goods, even more than their competitors in other countries.

About 50 million Indians could be regarded as middle-class citizens, and the number is expected to grow to nearly 600 million by 2025. Yet the Indian sports market is still hugely under-developed. Very few people practise sports, even those who can afford it, but this is changing – while older generations tend to live sedentary lives, the younger generations are becoming more active, in tune with the attitudes of youngsters in western countries.

We have been told by some local industry officials that India’s total market for sporting goods sold directly to consumers could be already worth about 1 billion a year, but we could not find any evidence of this so far. The market for sports footwear and apparel sold by international brands is estimated at only about 300 million, while the market for sports equipment, which could be worth another 100 million, is ruled by cheap imports and Indian products. The balance probably consists of unbranded sports clothing and footwear, plus the purchases made by public authorities on behalf of the population.

Our study aims to explore this market as it has started to move on to another stage in its development, on the back of sustained investments by the Indian government as well as suppliers and retailers.

Proposed Structure of Report

What information would you want to get out of the research to help your core business?

- Geographical, Social and Economic Situations
- Sports Participation
- Trends in Manufacturing and Trade for Sports Goods
- Market Size
- Structure and Development of the Chain of Distribution for Sports Goods at the Wholesale Stage
- Structure and Development of the Chain of Distribution for Sports Goods at the Retail Stage
- Consumers' Attitude towards Sports Goods
- Marketing
- Ways of Entering the Market and of Optimising Brand Penetration