



Article Side

Sportswear Market in India 2011 by [Bharatbook](#)

Article published on June 18th 2012 | [Business](#)

The sportswear market in India is a niche segment of the retail industry and is witnessing significant growth as Indians are increasingly becoming health and fitness conscious. Increasing number of sports events and activities is providing the players an opportunity for growth and expansion. The market is estimated to be worth INR 50 bn in 2010 and is expected to reach INR 120 bn by 2020. Sportswear include apparels, footwear and accessories.

<http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/sportswear-market-in-india-2011.html>

The report provides a brief overview of the sportswear industry including market size, growth, apparel market segmentation & the share of sportswear in it and sportswear related annual imports and exports.

An analysis of drivers explain growth factors such as increasing health and fitness consciousness amongst Indians, increased spending power, increase in number of sports events, unsaturated market and increasing organized retail space. The key challenges identified include low sports participation rate, competition from unorganized players, poor state of sports infrastructure in the country and imposition of excise duty. The key trends identified include players sponsoring sports events and teams, tie-ups between renowned Indian designers and the players and sportswear brand endorsements by prominent celebrities.

The competition section provides an overview of the competitive landscape in the industry and includes a brief profile of the major domestic and international players in the market along with their financials. Market Analysis

For more information kindly visit :

Sportswear Market in India 2011

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: <http://twitter.com/#!/Sandhya3B>

<https://twitter.com/#!/bharatbook>

Article Source:

<http://www.articleside.com/business-articles/sportswear-market-in-india-2011.htm> - [Article Side](#)

[Bharatbook](#) - About Author:

Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:

India, Sportswear, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!