

Sports Goods Retailing - UK - July 2014

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"While specialist sports goods retailers are not yet projecting their traditional in-store expertise online and through social media, closer links with participation facilities could extend their dominance of the shop-bought segment."

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Is expert advice losing its value?
- Do consumers want to shop while they drop-shot?
- Who is winning the war between specialists and generalists?

Growth in consumer expenditure through specialist sports goods retailers is expected to accelerate during 2014 as the wider high street economy recovers and the gains in sport participation numbers made since 2011 have proved sustained.

The expansion plans of the major chains are slowly filling the gaps left by the demise of JJB Sports but consumer caution remains a brake on sales, particularly in the equipment segment, and high street operators face an ever-rising threat from web-only rivals who are eroding their traditional advantages of service, convenience and expertise.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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