

Overview of the Indian Sporting Goods Markets

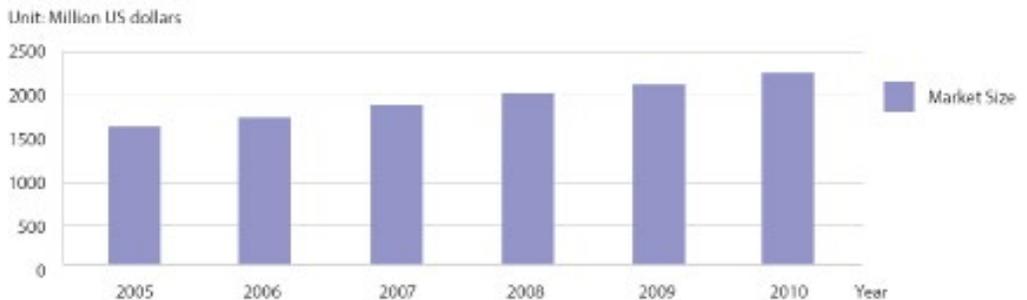
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According to the Project to Promote Most-Valued Products in Emerging Markets, there is an in-depth survey conducted to find out consumers' demands in the emerging markets. As pointed out, the major consumers in India who were born from 1970 to 1985 went through the era that Gandhi resisted the foreign goods, Jawaharlal Nehru's Socialism as well as the economic open reforms taking off from 1991. This generation has encountered the conflicts between the new and old values. In some ways, they maintain the Indian traditional values; that is, they shall regard the family interests above other interests. Nevertheless, in other ways, they are also in pursuit of personal interests. Nowadays there are more business opportunities created to satisfy the trends which the Indians searching for their own health and happiness. Indians hope to show that they have a better life by buying sports equipment. This brings a higher demand for sports equipment. In the following text, there will be an overview of the Indian sporting goods market and its future development. Hopefully, this might help Taiwanese manufacturers with useful information to invest and do business in India in the near future.

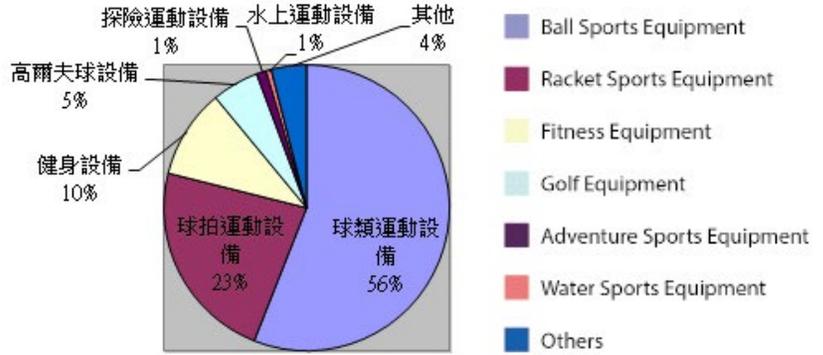
From the following table, it indicates the Indian sports equipment market from 2005 to 2010. Every year it continues growing at least 6%. In 2010, the overall market size reaches high up to 2.2 billion US dollars.



Resource: Research& Market (2010), India Sports Equipment Industry, 2010-2014

Picture 1: From 2005 to 2010, the Indian sporting equipment market size

According to the Research & Market information, the sporting equipment market is divided into ball sports equipment, racket sports equipment, fitness equipment, golf equipment, adventure sports equipment, water sports equipment and others. Their market shares are presented in Picture 2. From it, the largest market share is ball sports equipment, 56%; the second, racket sports equipment, 22.9%; fitness equipment, 10.1%. Among them, the fitness equipment market is growing yearly with the increasing urbanization, per family disposable income as well as awareness of sports for health.

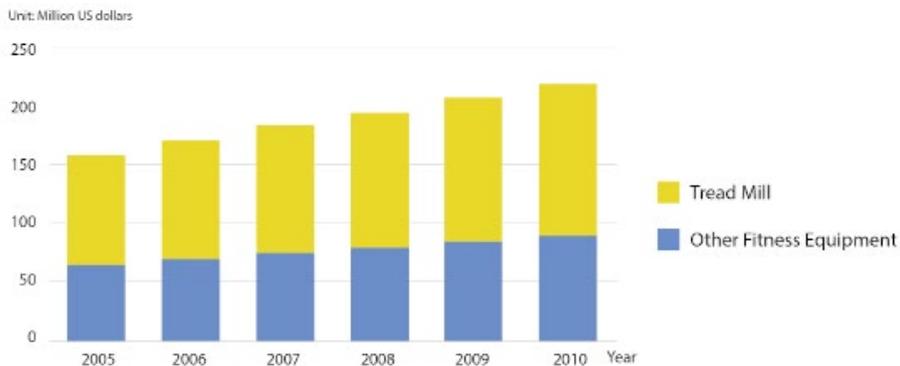


Resource: Research& Market (2010), India Sports Equipment Industry, 2010-2014
Picture 2: 2010 Market Share of Different Sports Equipment in India

Focusing on Indian market share of fitness equipment, treadmill is the largest category.

In Picture 3, the market size of treadmill in 2010 is 130 million US dollars, about 60% of the fitness equipment market, the largest fitness category. From 2005 to 2010, it maintains the growth rate of 6% to 8%. As to the other fitness equipment, such as sit down bicycle, fly wheeling, weight training equipment, about 40% of the fitness equipment market share.

From the above analysis, Indian fitness equipment market is a potential, worth investing market. The following information is the export value of Taiwanese manufactures to India



Resource: Research& Market (2010), India Sports Equipment Industry, 2010-2014
Picture 3: Indian Fitness Equipment and Tread Mill Market Size in 2010

Comparing Taiwan's export to China, India and other emerging countries, based on the export values, we see that the export value of Taiwan's fitness and massage equipment to India is 13 million US dollars, next to that to China, 21 million US dollars. From the export value of 2007 to India, 7 million US dollars, the export growth has continued year after year. Thus, Taiwanese manufactures actually shows the capability of exporting and keeps the momentum to grow.

Table 1: From 2007 to 2013, the export values of Taiwan's fitness and massage equipment

Country	the export values of Taiwan's fitness and massage equipment (Unit: one thousand US dollars)						
	2007	2008	2009	2010	2011	2012	2013/01~03
China	19,005	16,150	11,226	12,961	17,108	21,217	5,456
India	7,252	7,634	9,138	12,917	13,189	13,353	3,322
Indonesia	2,692	2,981	1,996	2,881	3,855	4,034	745
Vietnam	1,055	1,380	884	1,002	1,175	1,342	183
Philippine	1,441	1,265	1,333	1,614	2,149	1,889	506

Remark: Fitness and massage equipment falls into the category of the articles and equipment for general physical exercise, gymnastics or athletics

Resource: Taiwan R.O.C. Custom Office Import and Export Statistics 2013 listed by Commerce Development Research Institute.

Concluding the above-mentioned, the Indian sporting equipment market is worth paying attention because of the changing values of Indian consumers as well as their increasing disposable income. Both benefits the future growth of sport equipment market. Taiwan's manufacturers already shows the growing attention and investment in this market, such as Johnson Health Tech. Co., Ltd. which has invested locally in India for nearly ten years. Now they cooperate with the domestic fitness clubs and hotels to broaden their channel. So far, Johnson has reaches the top brand in the Asian region and also becomes the second international fitness sports brand. Additionally, Tonic Fitness Technology Inc. specializing in producing fly wheel and vibrating machines as well other ODM like Healthstream Taiwan Inc., Solid Focus Industrial Co., Ltd., Tung Keng Enterprise Co., Ltd. And other fitness manufactures all have the capacity and potential to manage and maintain business opportunities in the Indian market. As believed, if they continue making efforts, there shall be a promising future which they can rely on.

The original article in Chinese is from the following website:

http://mvp-plan.cdri.org.tw/market_watch/content.aspx?sid=0D178534849745605696