

A runner in a grey tank top and black shorts is running on a blue track. The track has white lane markings and month labels (May, Jun, Jul, Aug, Sep, Oct, Nov, Dec) along the edge. A semi-transparent data visualization is overlaid on the track, featuring a line graph with data points and a bar chart. The data points are labeled with values: +1580, +1270, -1932, +2400, +1860, +980, and +1100. The bar chart shows values: 2200, 1300, 400, 3800, and 5200. The runner's shadow is cast on the track.

# Sporting Goods Intelligence Europe

Intelligence, analysis and advice for the global sporting goods industry

# CONTENTS

## 1. EDM COMPANY OVERVIEW

## 2. SPORTING GOODS INTELLIGENCE SERVICES

- SUBSCRIPTIONS (PROFESSIONAL VS PREMIUM)
- MARKET FACT & INSIGHT REPORTS
- RESEARCH & CONSULTING SERVICES
- MARKETING & COMMUNICATION SERVICES
- HR SERVICES / EMPLOYER BRANDING

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# 1. EDM

# COMPANY OVERVIEW

# COMPANY OVERVIEW

**Inform. Advise. Connect.**

EDM (European Decision Makers) Publications is the leading media house and intelligence provider for professionals in multichannel retail across Europe, Americas and Asia in the **active lifestyle, sportswear, outdoor, eyewear and footwear industries.**

EDM provides **critical market information, in-depth research, analysis and advice** to empower decision-makers to make better informed-decisions in a fast-changing market environment.

We have a **unique international audience of sporting goods executives and professionals**, grown over the last 30 years. We are purpose driven – supporting the development our industries as voice of the industry and intelligence provider. Diversity and inclusion are fundamental values of our company culture.

**SGI Europe**<sup>≡</sup>  
Sporting Goods Intelligence

**Outdoor**<sup>≡</sup>  
INDUSTRY COMPASS

**Eyewear**<sup>≡</sup>  
INTELLIGENCE

**SHOE**<sup>≡</sup>  
INTELLIGENCE

# SERVICES

Stay ahead of the curve – with intelligence from EDM

We offer intelligence and an industry network to decision makers you won't find anywhere else.



## Subscription Services

- Sporting Goods Intelligence Europe
- The Outdoor Industry Compass
- Eyewear Intelligence
- Shoe Intelligence



## Research & Consulting

- Market reports (apparel, footwear, equipment)
- Insight Reports
- Expert-backed, on-demand research
- Competitive analysis and benchmarking



## Marketing & Communic. Services

- Thought leadership campaigns
- Digital content development
- Native Ads/ Advertorials



## Careers

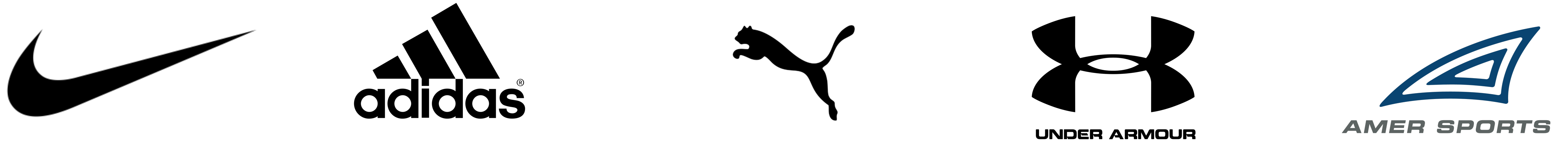
- Employer Branding
- Reach high-profile leaders & industry professionals



## Events

- Webinars
- Roundtables & summits

# TRUSTED BY THE LEADERS OF THE INDUSTRY



McKinsey  
& Company

Morgan Stanley

**BCG** BOSTON  
CONSULTING  
GROUP



**EDIII**

# WHO WE SERVE

## Corporates

- C-Suite
- Finance & Legal
- Strategy & M&A
- Innovation and R&D
- Market & Competitive Intelligence
- Marketing & Sales
- Product & Brand Management
- E-Commerce & Digital
- Human Resources
- CSR & Sustainability

## Financial Institutions

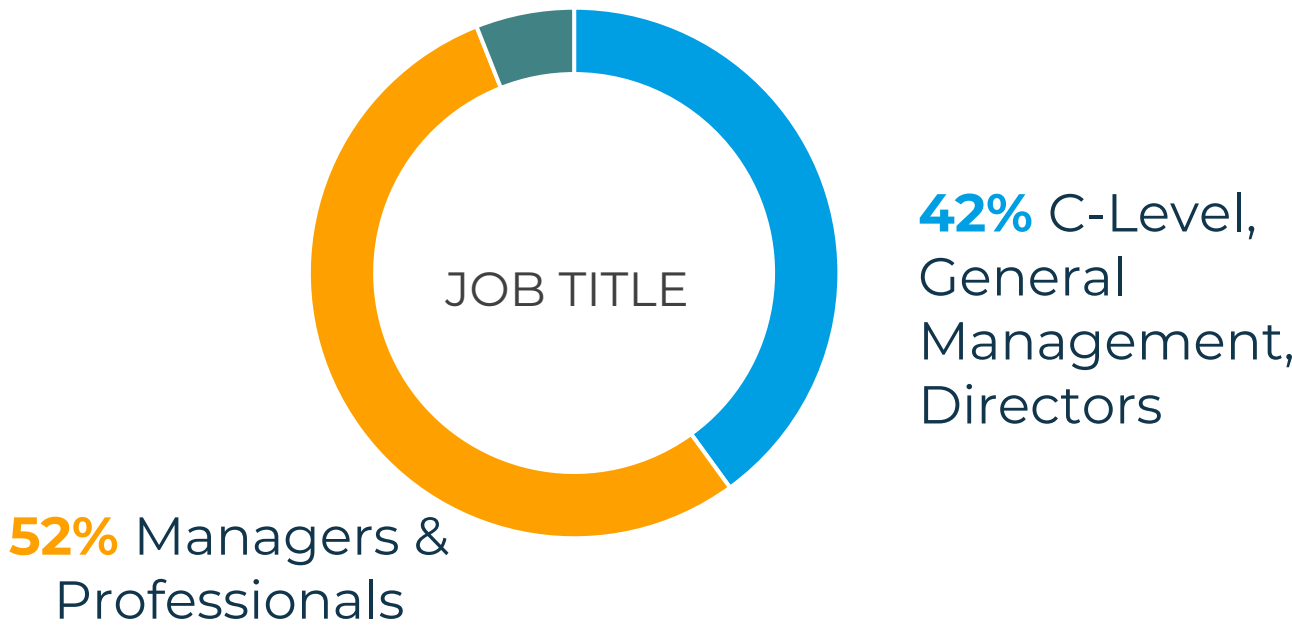
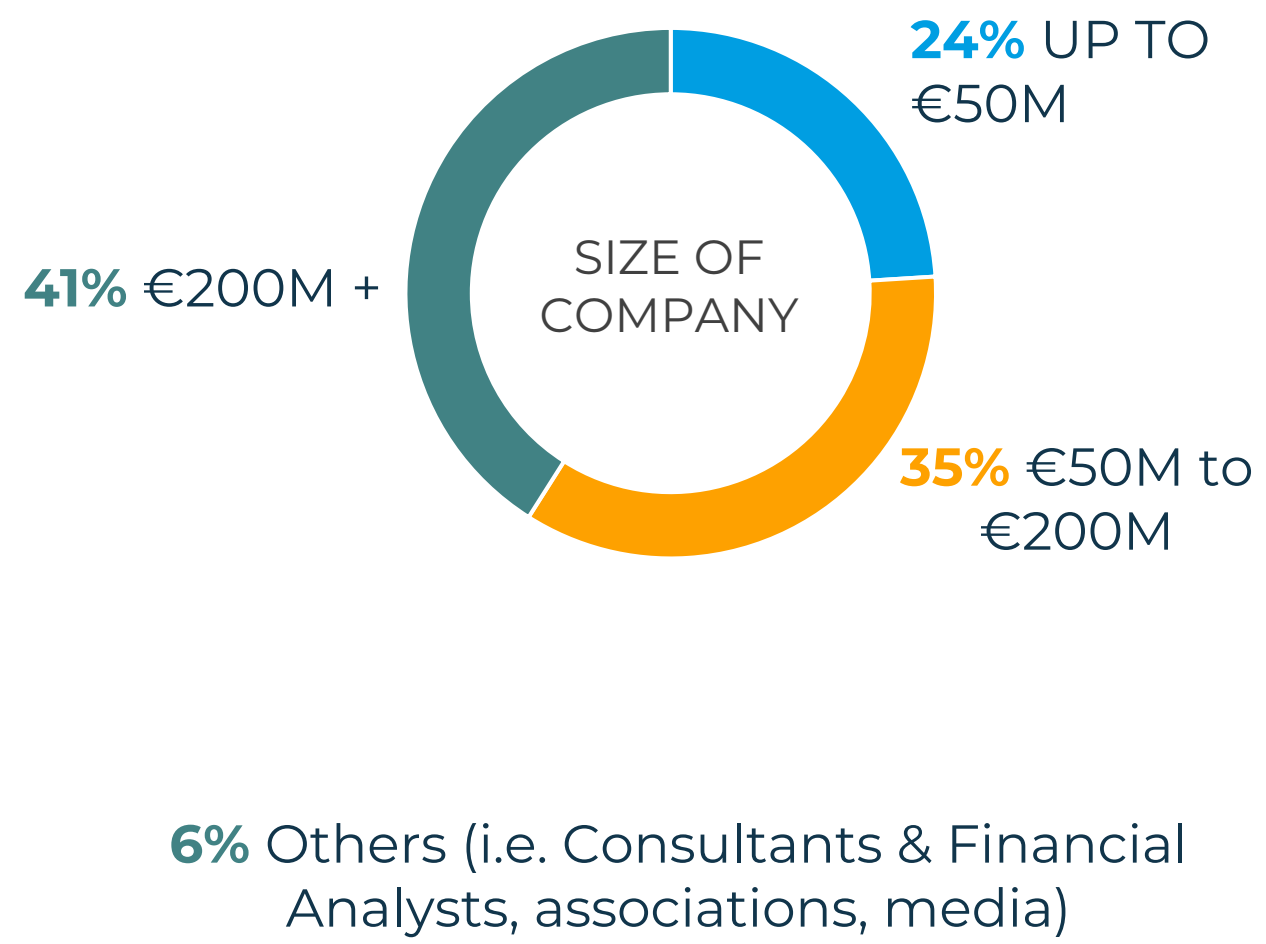
- Investment Banking
- Equity Research
- Private Equity & Venture Capital

## Others

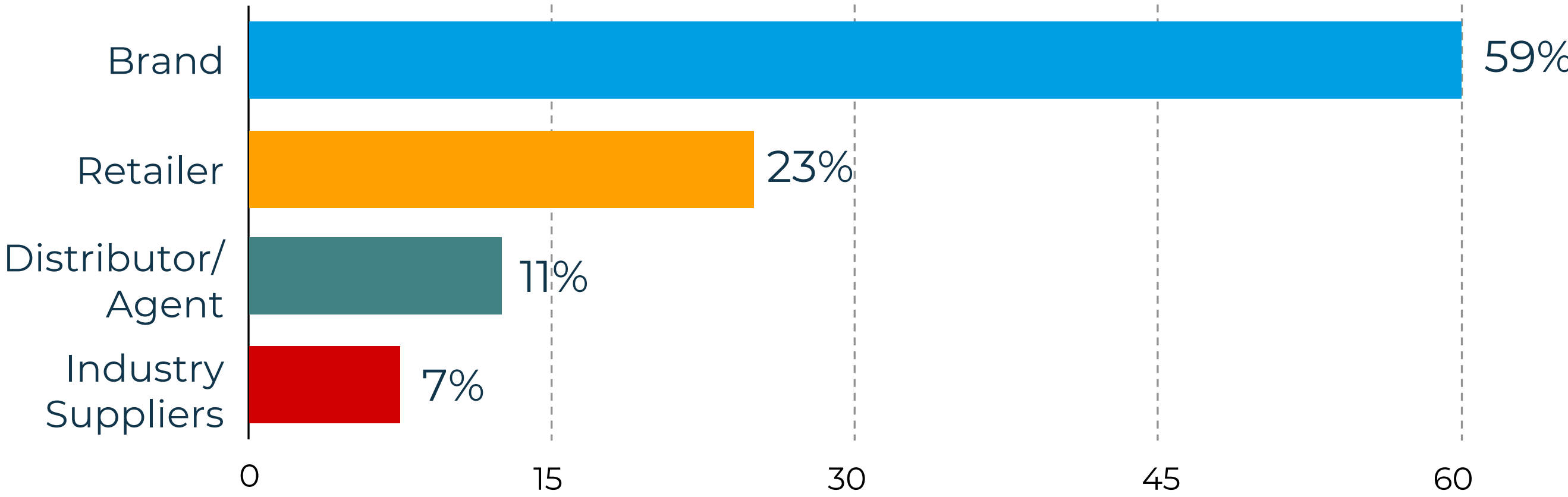
- Management Consulting
- Startups
- Associations
- Media
- Academia

# WE SERVE A HIGH-PROFILE GLOBAL AUDIENCE OF DECISION MAKERS

## Demographics



## Line of business



## Geographical Breakdown

60% Europe  
 32% North America  
 5% Asia  
 3% Rest of World





# WHAT WE DO

PIPELINE

NEW

NEW

## 1 Competitive Intelligence

- Tracking over 500 brands & retailers and other sources with deep insights into financials, trading updates, innovations, strategy, M&A and executive moves
- Case Studies on success cases

## 2 Market Intelligence

- Market analysis Brands
  - Apparel
  - Footwear
  - Equipment
- Retail Analysis
  - Global
  - Europe
- SGI Scorecard
- DTC Analysis

## 3 Consumer Insights

- Consumer Panels & Surveys
- Consumer Analytics & Trend forecasting

## 4 Databases

- Data visuals database (PREMIUM) - Downloadable statistics & infographics (Brands, Retailers, Market Indicators)
- Company directory with key industry suppliers (advisors, technology/software providers etc)

## 5 Insight reports

- Research and analysis on an extensive breadth of E-commerce and digitalization topics, eg:
  - How to become a digital first brand
  - The sports brands winning the online race in Germany
  - Winning in E-Commerce

## 6 Careers

- Reach +100k Leaders & industry professionals through SGI and our partner network
- Employer branding

## 7 Events

- Webinars
- Roundtables, Summits

**Stay ahead of the curve – with intelligence from SGI**

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## 2. SUBSCRIPTION SERVICES

# SGI PROFESSIONAL VS PREMIUM

Intelligence, that helps you and your team to stay ahead

# INSIGHTS IN THE SPORTING GOODS INDUSTRY YOU WON'T FIND ANYWHERE ELSE

Intelligence, that helps you and your team to stay updated, take better business decisions and stay one step ahead.

## Coverage:

- Analysis of the major companies in athletic footwear, apparel, equipment and retail :
  - Detailed analysis of earnings, public offerings, acquisitions
  - New strategic initiatives and developments on the international front
  - Management news on patent, legal, trade and government issues
- Retail & distribution landscape analyzed
  - Retail consolidation and DTC, E-Commerce & Marketplace expansion
- First-rate financial analysis
  - Major investment banks, M&A advisors and investors interested in the industry subscribe to SGI Europe
- Digital disruption and technological change analyzed
  - We monitor and analyze the DTC/E-Commerce initiatives of the sporting goods brands and retailers. Learn which technology, data and skills are needed to master online growth.
- Market statistics and new business models
  - Stay up to date with new business models and startups that are shaping the future of the industry.
- Innovations and New Business models
- Also: Key people movements tracking and insight, CSR & Sustainability analyzed, Policy, Compliance and Institutional matters explained, coverage of relevant industry events & congresses

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Here is what is included in the Professional subscription:

- ★ **Analysis and advice** across Retail, Sustainability, Technology, Corporate & M&A, Financial Development of Brands and Retailers, Market and Trends, Legal & Regulation, Trade & Sourcing and more - available on [www.sgieurope.com](http://www.sgieurope.com) - 24h/day from any device.
- ★ **Find inspiration** to drive your business forward with our *case studies* on industry best practices
- ★ **Essential E-mail briefings** (daily, weekly) with the latest analysis and most important industry developments
- ★ **Executive Edition** (E-Magazin, released bi-weekly) - secure a comprehensive round-up of developments in the sector
- ★ **Sports brand and retailer** insights, data and analysis you won't find anywhere else
- ★ **Guest chronicles, executive interviews, insights** from industry experts and leaders that are shaping the future of the industry
- ★ **Personal library** to save articles and track your key content



# DAILY AND WEEKLY EMAIL BRIEFINGS

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**SGI Europe**  
*Sporting Goods Intelligence*  
 News and analysis of the international market

Thursday, 2 March 2023

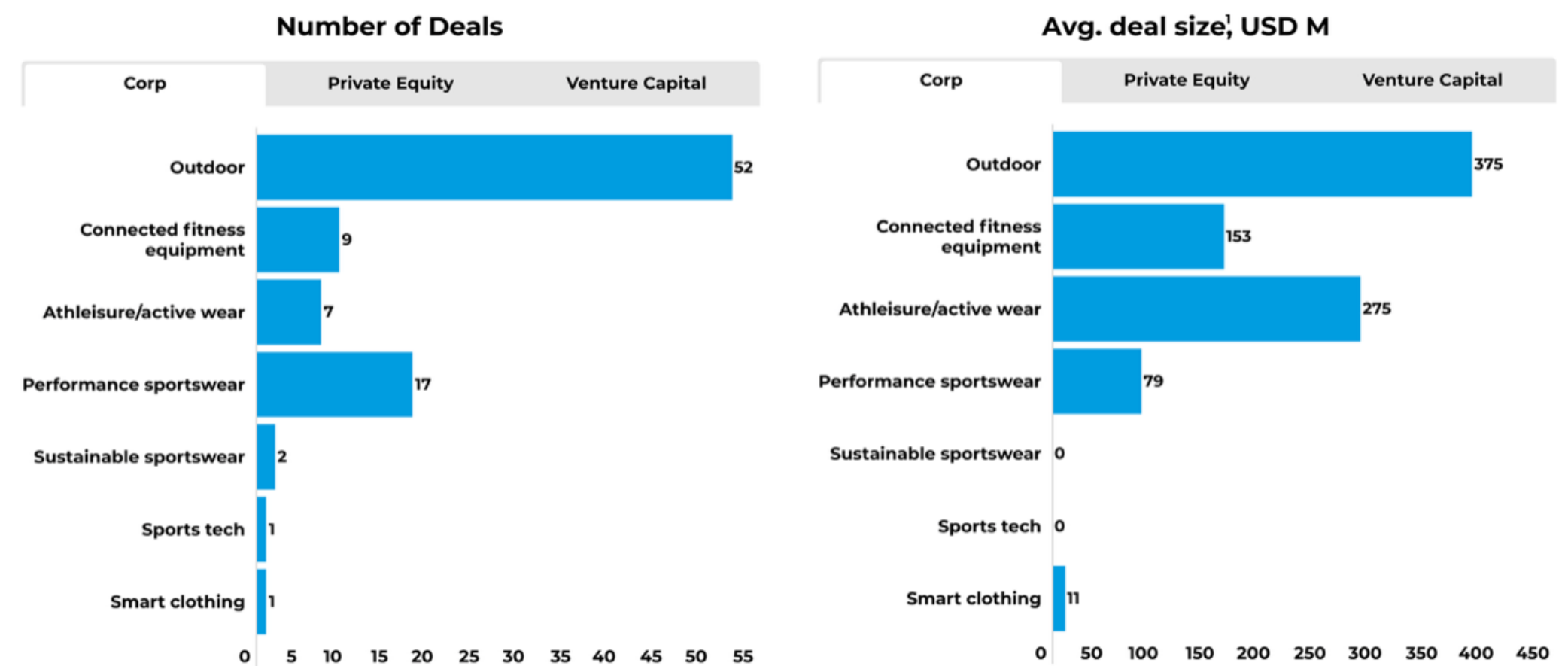
## TOP STORY



### **Puma CEO Arne Freundt: “We are hungry”**

Alongside Puma’s positive 2022 figures, we bring you CEO Arne Freundt’s renewed strategy for growth, as told at Puma HQ on March 1, 2023

## INFOGRAPHIC OF THE WEEK



### **Sporting goods deals 2016-2021**

What was the average deal size and which category had the most deals 2016-2021? Find out in our latest interactive graphic.

# CASE STUDIES

CASE STUDIES >>



**Why collaboration has been key to Helly Hansen's growth**



**How Signa Sports United is building the sports commerce & tech platform of the future**



**The marketplace of the future: How Decathlon is opening up its sales platforms to boost revenue**

# C-LEVEL INTERVIEWS



C-Suite Interview

## Motoi Oyama: “Asics’ challenge now is to set up our running ecosystem”

22 December 2022

We sat down with **Motoi Oyama**, chairman and director of **Asics Corporation** to talk about the strategy and the economic situation of the company. His years of global experiences were seen in every answer.



C-Suite Interview

## Patrik Frisk: The last interview before stepping down as Under Armour CEO

19 May 2022

“The difficult thing about brands is – you’ve got to make choices”. Patrik Frisk explains what he learned on his journey as a decision-maker in the sporting goods industry.

# EXECUTIVE EDITION

## Bi-weekly on Thursday (interactive E-Version)

### SGI Europe<sup>III</sup>

#### Sporting Goods Intelligence

Vol. 34  
N° 7+8 - March 2, 2023

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#### Puma eyes more gains after record FY22

Under new CEO Arne Freundt, Puma has established numerous brand and company priorities for 2023 after reporting record annual sales and Ebit in FY22. While forecasting a "normalization" of market conditions in the U.S. and China this year, the group predicts high-single-digit revenue growth and an Ebit range of €590 to €670 million versus €641 million in FY22. After three years of "crisis mode" operations, Puma sees potential tailwinds and headwinds in its business this year. A stabilized supply chain, lower freight costs and the end of the zero-Covid policy in China are seen as positives, with geopolitical tensions fueled by the war in Ukraine and muted consumer sentiments as potential negatives.

In China, where Puma is introducing a new store format as foot traffic rates begin to improve, a key priority will focus on enhancing the brand's perception with consumers to tie it more to the brand's sports heritage. The company is unsatisfied with its current market share in China, where quarterly sales fell by double-digits during every FY22 period, ending down more than 36 percent for the year. Meanwhile, in the U.S., where basketball, soccer, running, and golf are the category priorities, there will be efforts to rebalance the brand's distribution, increase average selling prices (ASPs), and become more consumer-centric. Puma wants to tap its 75-year-old vault of shoe styles to introduce more of them into the market and build strong franchises around them.

Operating profit declined by 38 percent in Q4 to €40.5 million from €65.0 million as net income slid by 82 percent

	Puma Income (€ million)		
	2022	2021	Change
	Q4		
Sales	2,196.6	1,767.1	24.3%
Cost of sales	1,229.3	916.1	34.2%
Gross profit	967.3	851.0	13.7%
Royalty and commission income	11.9	9.0	32.2%
Other operating income and expenses	-938.7	-795.1	18.1%
Operating result (EBIT)	40.5	65.0	-37.7%
Financial result	-26.0	-19.9	30.7%
Pre-tax	14.5	45.0	-67.8%
Tax	-9.6	11.2	-
Net earnings	1.4	7.9	-82.3%
Diluted EPS	0.01	0.05	-80.0%
	FY		
Sales	8,465.1	6,805.4	24.4%
Cost of sales	4,562.3	3,547.6	28.6%
Gross profit	3,902.7	3,257.8	19.8%
Royalty and commission income	33.8	23.9	41.4%
Other operating income and expenses	-3,295.9	-2,724.6	21.0%
Operating result (EBIT)	640.6	557.1	15.0%
Financial result	-88.9	-51.8	71.6%
Pre-tax	551.7	505.3	9.2%
Tax	127.4	128.5	-0.9%
Net earnings	353.5	309.6	14.2%
Diluted EPS	2.36	2.07	14.0%

Source: Puma

to €1.4 million from €7.9 million. Accelerated industrywide promotional activity contributed to a 420-basis point decline in gross margin to 44.0 percent. Sales rose by 24.3 percent to €2,196.6 million from €1,767.1 million for the period ended Dec. 31. Regionally, EMEA sales rose by 26.1 percent currency adjusted to €727.1 million on strong growth in nearly all key markets; increased by 29.0 percent in the

Americas to €997.6 million; and inched 16 percent higher in Asia-Pacific to €471.9 million. By product category, footwear sales increased by 53.3 percent to €1,176.8 million. But apparel and accessories sales fell 16 percent to €736.8 million and 5.0 percent to €283.0 million, respectively.

For FY22, Puma's total revenues reached a record €8,465.1 million versus €6,805.4

N° 7+8 - March 2, 2023

	Puma Sales (€ million)		
	2022	2021	Change
	Q4		
	By region		
EMEA	727.1	573.3	26.8%
Americas	997.6	727.3	37.2%
Asia-Pacific	471.9	466.5	1.2%
Total	2,196.6	1,767.1	24.3%
	By product category		
Footwear	1,176.8	755.0	55.9%
Apparel	736.8	727.3	1.3%
Accessories	283.0	284.7	-0.6%
Total	2,196.6	1,767.1	24.3%
	FY		
	By region		
EMEA	3,113.8	2,531.7	23.0%
Americas	3,685.9	2,636.9	39.8%
Asia-Pacific	1,665.3	1,636.8	1.7%
Total	8,465.1	6,805.4	24.4%
	By product category		
Footwear	4,317.9	3,163.6	36.5%
Apparel	2,896.3	2,517.3	15.1%
Accessories	1,251.0	1,124.5	11.2%
Total	8,465.1	6,805.4	24.4%

Source: Puma

million as Ebit lifted 15 percent higher to a record €640.6 million against €557.1 million. Direct-to-consumer sales rose by 7.8 percent currency adjusted to €1,951.4 million last year as the company launched the Puma shopping app and online platforms in the Philippines, Thailand, Peru, Norway, Saudi Arabia and other countries in the Middle East and Africa. Net income rose 14.2 percent year-over-year to €353.5 million from €309.6 million. Annual gross margin dipped by 180 basis points to 46.1 percent due to higher raw material prices and freight increases coupled with a less favorable channel mix and industry promotional activity in Q4.

In the EMEA, annual sales exceeded the €3 billion mark for the first time, rising

23.0 percent to €3,113.8 million. Almost all countries in the region, except for Russia and Ukraine, contributed to the increase with double-digit growth rates. Germany, France, Italy, and Turkey were cited for having particularly strong growth.

Footwear sales increased 36.5 percent last year to €4,317.9 million, surpassing the €4 billion mark for the first time, fueled by strong growth in the Sportstyle, Running & Training and TeamSport categories. Annual apparel revenues, aided by TeamSport, Running & Training and Sportstyle offerings, grew 10.1 percent currency-adjusted to €2,896.3 million. Meanwhile, accessories sales rose 5.4 percent currency-adjusted to €1,251.0 million.

#### Online exclusives

- Fila celebrates 50 years in tennis and launches new junior tournament
- WHO/OECD report highlights financial and health costs of physical inactivity in Europe
- Latest Flip Sneakerchase network investigation: Tracking down Zalando
- Russia considers more tariffs on sporting goods from 'unfriendly countries'
- Etsy accused of 'knowingly' allowing sales of counterfeit product
- Milan-Cortina 2026 sustainable on paper only?
- France faces EU infringement procedure over Triman decree

#### Evolving Wolverine Worldwide forecasts meaningful profit progress in H2

Wolverine Worldwide, having already taken numerous actions in Q4 that included staff cuts and the divestiture of its Keds business, is targeting flat to 2 percent sales growth in FY23 and a 210-basis point improvement in adjusted gross margin to approximately 42.0 percent as it continues to transform its business, reduce costs and inventory levels, and reshape key business segments.

"The strong work executed by our teams in 2022 will allow us to navigate 2023 with clear priorities and fewer supply chain and working capital obstacles," president and CEO **Brendan Hoffman** told analysts. "Changes made to our sourcing, logistics and warehousing operations and systems will make us nimbler in the future."

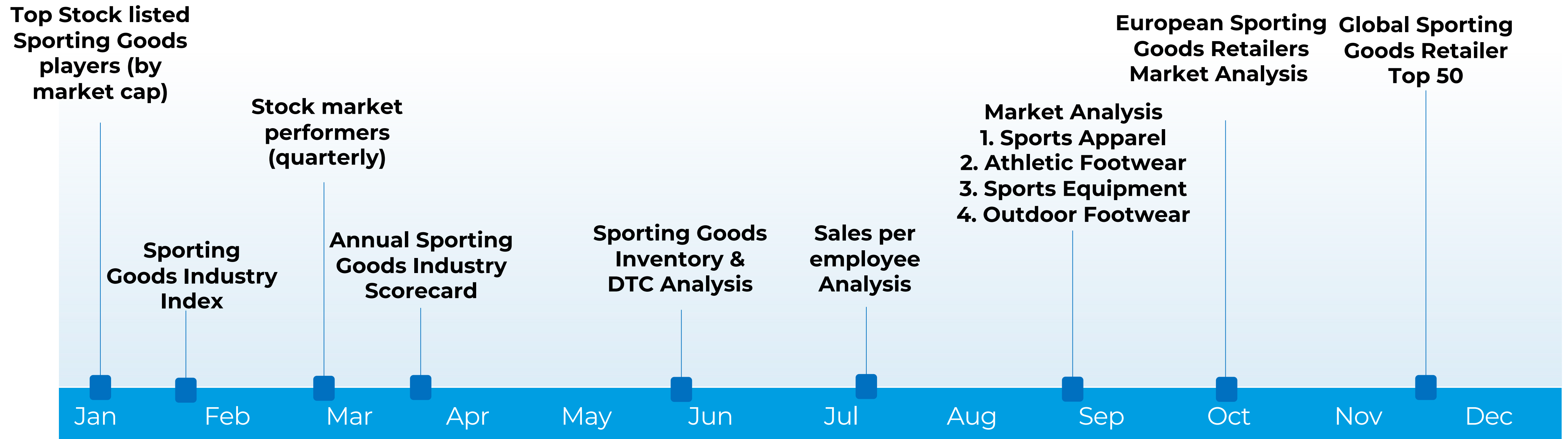
But Wolverine management admits that the retail environment "remains volatile," with some wholesale partners delaying orders, so they have additional time to address emerging consumer demand trends.

Group revenues adjusted earnings per share were in line with expectations in Q4 as the inventory position was lowered from the prior quarter. Revenues rose by 4.6 percent (+8.4% in constant currency) to \$665.0 million for the period ended Dec. 31. EMEA revenues increased by 21 percent as the **Caterpillar** brand generated 40 percent year-over-year growth in the region. The operating loss was \$454.7 million versus a loss of \$8.7 million as the net loss came in at \$361.6 million versus a loss of \$14.6 million. Gross margin slid to 33.7 percent from 41.3 percent as excess inventory was moved and additional supply chain costs persisted. Year-end inventory of \$745.2 million was up by 106 percent year-over-year but down \$93 million from Q3 end. During the quarter, the company shipped or secured orders for approximately 4.5 million pairs of end-of-life merchandise.

The **Merrell** and **Saucony** businesses each rose by double-digits - 27.0 percent and 24.8 percent, respectively - but **Sperdy** sales were down by 28.0 percent, and



# TIMELINE 2023 – ANNUAL MARKET ANALYSIS AND RANKINGS



# DETAILS – ANNUAL MARKET ANALYSIS

- **Competitive Benchmarking - Market Cap Analysis of Top Stock listed Sporting Goods players**
  - Top 88 stock listed players incl market cap in USD
  - Data included
    - Weighted overall growth of industry, regional analysis and breakdown
    - Market cap development 2022 vs 2021 in value (local currencies and USD) and %
- **Industry Analysis – Sporting Goods Industry Index**
  - Analysis of the Sporting goods Index development last 10 years vs MSCI Index
- **Market Analysis by Segment**
  - Global Sports Apparel Market
  - Global Athletic Footwear Market
  - Global Sports Equipment Market
  - Data included: Top brands incl revenues and market shares, Market size (Global and US vs ROW) in USD
- **European Sporting Goods Retailers Market Analysis** (15 countries) incl Market Shares
  - Countries covered:
    - Euro-Zone: Germany, France, Italy, Spain, Portugal, Poland, Austria, Finland, Netherlands, Belgium, Ireland
    - Non-Euro Zone: UK, Sweden, Switzerland, Norway, Denmark
  - Data included:
    - Top players incl revenues in EUR and market shares 2021
    - Market size 2022 in EUR (before and after VAT)
    - Per capita consumption 2022 in EUR
- **Sporting Goods Retailer Benchmarking Analysis (Top 50 global)**
  - Global chart and data
  - Regional (Europe, North America, Asia) analysis and data
  - Data included: Last 2 years revenue, revenue in USD and local currencies, % growth

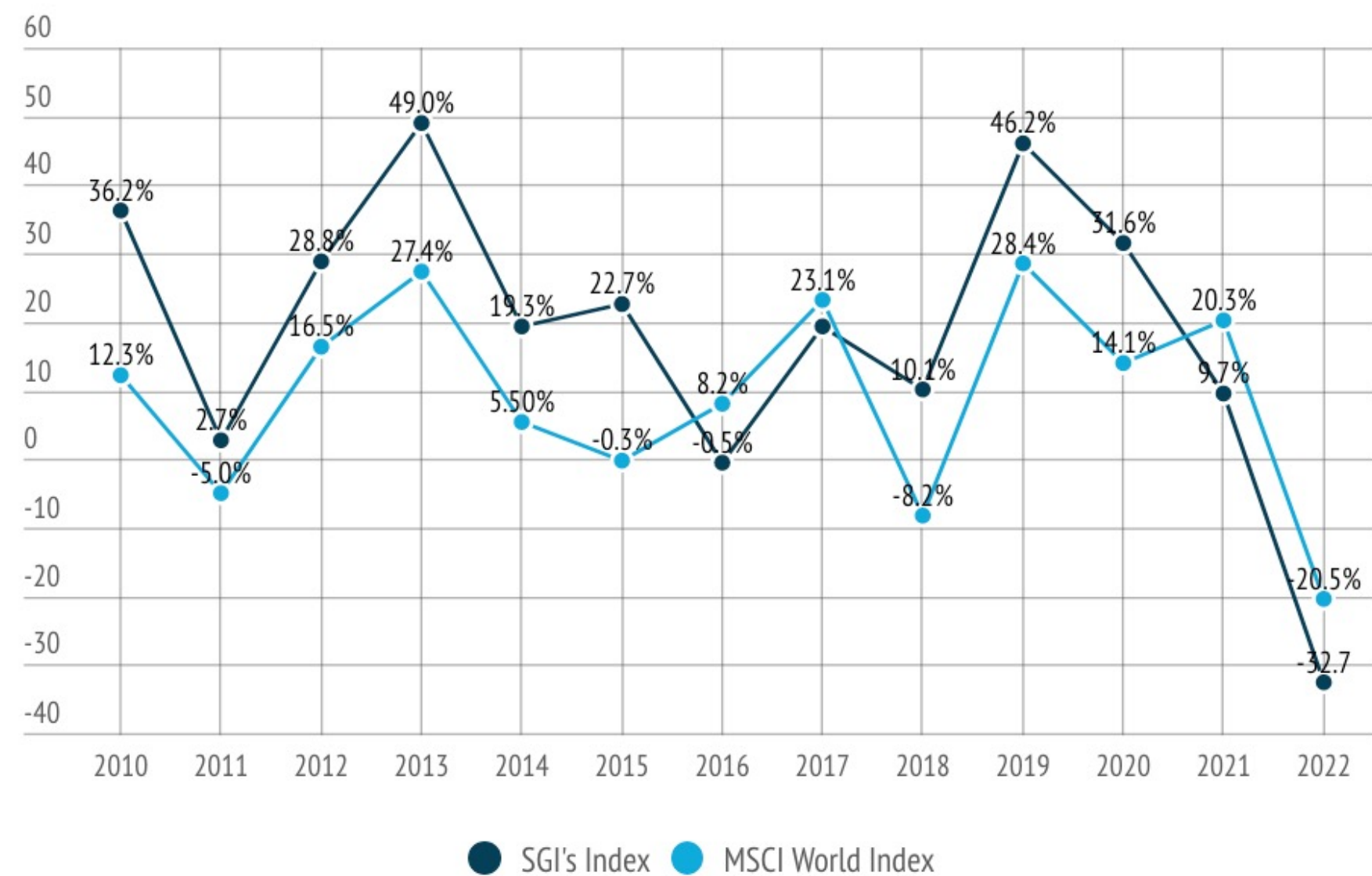
# SGI EUROPE - PREMIUM FEATURES DATABASE OF DATAVISUALS

Download data, charts, infographics, rankings (PDF, PNG, JPG) and benchmarking data and integrate into your presentations - PREMIUM Subscription needed



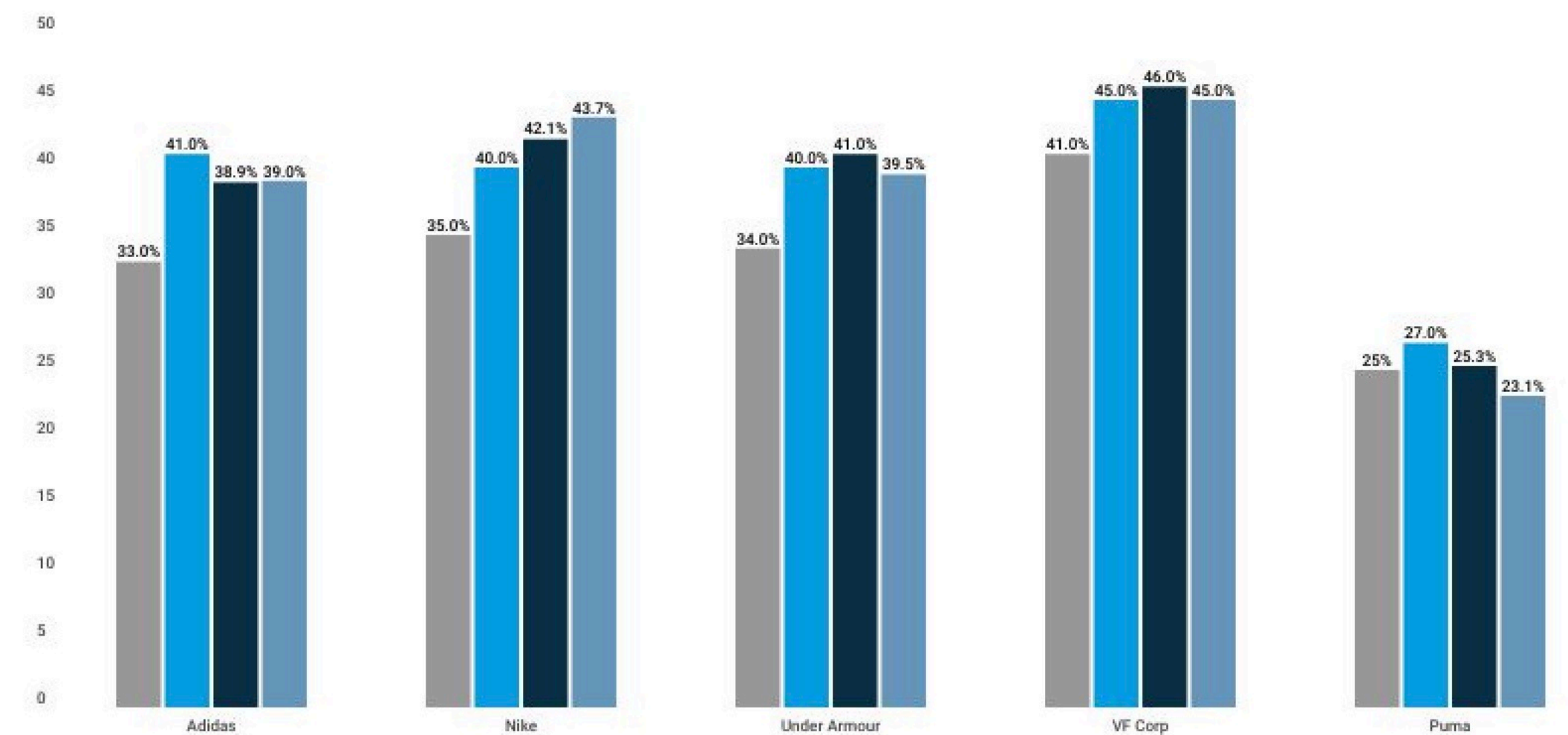
## SGI's Sporting Goods Index vs. MSCI Index

% Changes from 2010 to 2022



## DTC sales as % of total net sales

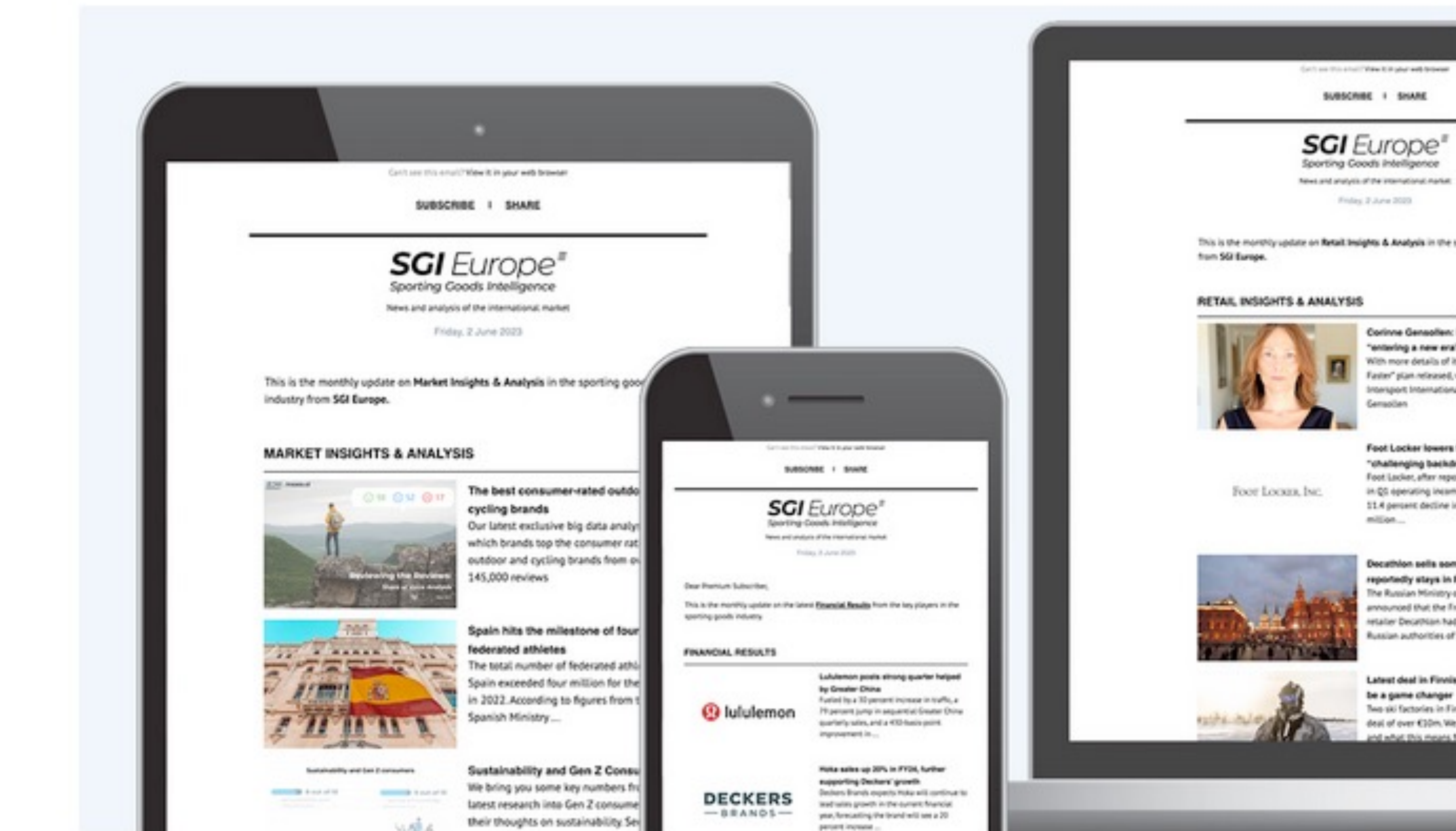
### DTC sales as % of total net sales



# SGI EUROPE - PREMIUM FEATURES

## 4 ADDITIONAL PREMIUM EMAIL NEWSLETTERS

- Financial Insights Monthly
- Corporate and M&A Weekly
- Retail Insights Monthly
- Market Insights Monthly



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Insights and analysis you won't find anywhere else

**Save time and money** - We scan competitive, market and trend information from +500 sources



**Benchmark yourself** against the market and competitors



**Facts & figures** about sporting goods and outdoor brands and retailers you won't find anywhere else.



**Find inspiration** to drive your business forward (case studies, best practices, expert contributions)



**Highly trusted business information** you can rely on to make important decisions.



**Data visuals and statistics** - Download interactive charts, infographics, data and integrate into your presentations and workflow (premium subscription)



**Upgrade the market knowledge** of your team and benefit from quicker decision times



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# BEST-IN CLASS BUSINESS INFORMATION AND MARKET INSIGHTS—TRUSTED BY THE LEADERS OF THE INDUSTRY



A trusted and well-researched source of information.



The most comprehensive and reliable source of information when it comes to the general sporting goods and outdoor market.



In crisis you can either let yourself be paralyzed or challenge the organization to make use of the opportunities that presents themselves. Needless to say that is what we at Polygiene did with the launch of Polygiene ViralOff technology early 2020 to fight the Covid-19 pandemic with a tremendous success. Even though the regular odor control business has suffered due to the lockdown it is very rewarding to see the way many of our long-term partners in the Sporting Goods industry have incorporated our Polygiene ViralOff technology into their new accessory line and thus being able to keep sales during the tough circumstances. A key for us to stay in contact with the industry has been the partnership with EDM Publications especially since most of the physical meetings this year have been closed.



I find EDM's publications extremely informative and very useful when prospecting for new customers or seeing how existing customers are performing. Our products are aimed at brand owners and EDM's publications are a great knowledge and prospecting source for us.



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INDUSTRY COMPASS

Eyewear  
INTELLIGENCE

SHOE  
INTELLIGENCE

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## 2.SGI SERVICES

# MARKET REPORTS

In-depth market information about the athletic footwear, sports apparel and sports equipment market



# MARKET REPORTS

## Athletic Footwear & Apparel Market Facts Table of Contents

Methodology & Sources .....	4	Return on Equity .....	26	Iconix Brand Group, Inc. ....	129
International Athletic Footwear Market .....	5	Advertising/Promotion Spending .....	27	Kingmaker Footwear Holdings Ltd. ....	133
Share by Brand - International Athletic Footwear .....	7	U.S. Retail Market Expansion Plans .....	28	Li Ning Co. ....	135
2021 Share by Brand - World .....	10	361 Degrees International Limited .....	31	Mizuno .....	138
2021 Share by Brand - U.S. ....	10	Acushnet Holdings Corp. ....	33	Moncler SpA .....	142
2021 Share by Brand - Europe .....	11	Adidas Group AG .....	37	New Balance .....	145
2021 Share by Brand - Asia .....	11	Allbirds .....	42	Nike, Inc. ....	147
2021 Share by Brand - Other .....	12	Alpargatas (São Paulo) .....	62	On Holding AG .....	160
International Rugged Footwear Market .....	13	Anta Sports Products .....	65	Puma AG .....	179
Overview - Rugged Outdoor .....	13	ASICS .....	72	Rocky Brands .....	189
Share by Brand - Rugged Outdoor .....	14	Boardriders, Inc. ....	77	Russell Brands, LLC .....	192
Share by Brand - Fashion-Lifestyle .....	16	Caleres .....	78	Sequential Brands Group Inc. ....	194
International Athletic Apparel Market .....	17	Canada Goose .....	83	Skechers USA, Inc. ....	197
Share by Brand - International Athletic Apparel .....	18	China Dongxiang (Group) Co., Ltd. ....	87	Under Armour, Inc. ....	203
2021 Share by Brand - World .....	21	Columbia Sportswear Co. ....	90	VF Corp. ....	214
2021 Share by Brand - U.S. ....	21	Crocs, Inc. ....	96	Vulcabras Azaleia S.A. ....	224
2021 Share by Brand - Europe .....	22	Deckers Outdoor Corp. ....	101	Wolverine World Wide Inc. ....	227
2021 Share by Brand - Asia .....	22	Delta Apparel .....	106	Xtep International Holdings Ltd. ....	232
2021 Share by Brand - Other .....	23	Fila .....	110	Yue Yuen .....	236
Financial Results of Public Companies .....	24	Gildan Activewear .....	114	Apparel Market General Information .....	241
Return on Sales .....	24	Goldwin, Inc. ....	118	Footwear Market General Information .....	260
Return on Assets .....	25	Hanesbrands, Inc. ....	121	COVID-19 .....	278
				Tariffs .....	301

## Sports Equipment Market Facts Table of Contents

Methodology & Sources .....	4	Callaway Golf Co. ....	67	Newell Brands Inc. ....	132
International Sports Equipment Market .....	5	Clarus Corporation .....	73	Nike, Inc. ....	136
Share by Brand - International Sports Equipment .....	7	Compass Diversified .....	77	Peloton Interactive, Inc. ....	156
2021 Share by Brand - World .....	10	Dorel Industries Inc. ....	80	Puma AG .....	166
2021 Share by Brand - U.S. ....	10	Dunlop Sports Co. Ltd. ....	83	Remington Outdoor Company, Inc. ....	176
2021 Share by Brand - Non-U.S. ....	11	Escalade Sports .....	86	Shimano Industrial Corp. ....	178
Financial Results of Public Companies .....	12	Fox Factory Holdings .....	95	Skis Rossignol S.A. ....	181
Return on Sales .....	12	Garmin Ltd. ....	98	Smith & Wesson .....	182
Return on Assets .....	13	Giant Bicycle, Inc. ....	101	Sturm, Ruger & Co., Inc. ....	184
Return on Equity .....	14	Globeride, Inc. ....	103	Trek Bicycle Corp. ....	187
Advertising/Promotion Spending .....	15	GoPro, Inc. ....	107	Vista Outdoor Inc. ....	188
U.S. Retail Market Expansion Plans .....	16	Head NV .....	110	Yeti Holdings, Inc. ....	192
Accell Group .....	19	Honma Golf Co., Ltd. ....	112	Yonex Co., Ltd. ....	198
Acushnet Holdings Corp. ....	22	iFit Health & Fitness .....	115	Sports Equipment Market General Information .....	229
Adidas Group AG .....	26	Johnson Fitness/Johnson Healthtech .....	116	COVID-19 .....	235
Amer Sports .....	51	Johnson Outdoors, Inc. ....	117	Tariffs, Commentary & Analysis .....	252
American Outdoor Brands Corporation .....	60	Mizuno Corp. ....	125		
BRG Sports .....	65	Nautilus, Inc. ....	128		

# MARKET REPORTS

- **2022 SGI ATHLETIC FOOTWEAR AND APPAREL MARKET FACTS**  
PRICE: €1.295
- **2022 SGI SPORTS EQUIPMENT MARKET FACTS**  
PRICE: €895
- **HISTORIC DATA & REPORTS CAN BE ORDERED SEPARATELY**

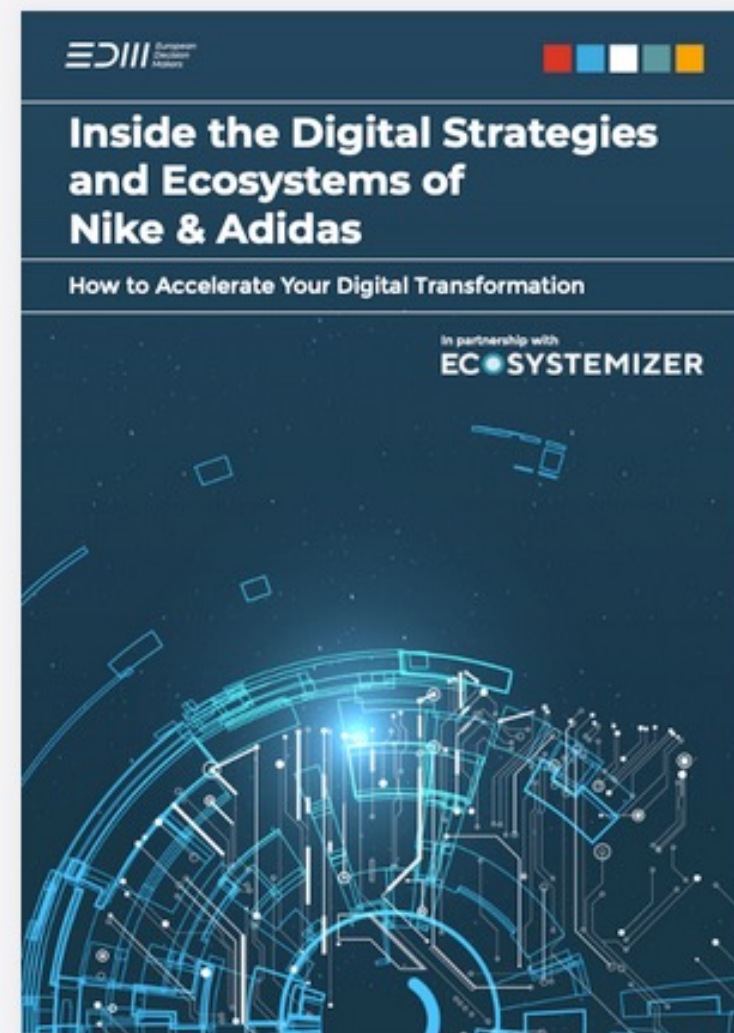
# INSIGHT REPORTS

## Winning in E-Commerce

### Inside the Digital Strategies and Ecosystems of Nike & Adidas

How to Accelerate Your Digital Transformation

- In-depth analysis of the Nike and Adidas Ecosystems and Digital Strategies
- Best practices and actionable insights



Order now

## Winning in E-Commerce

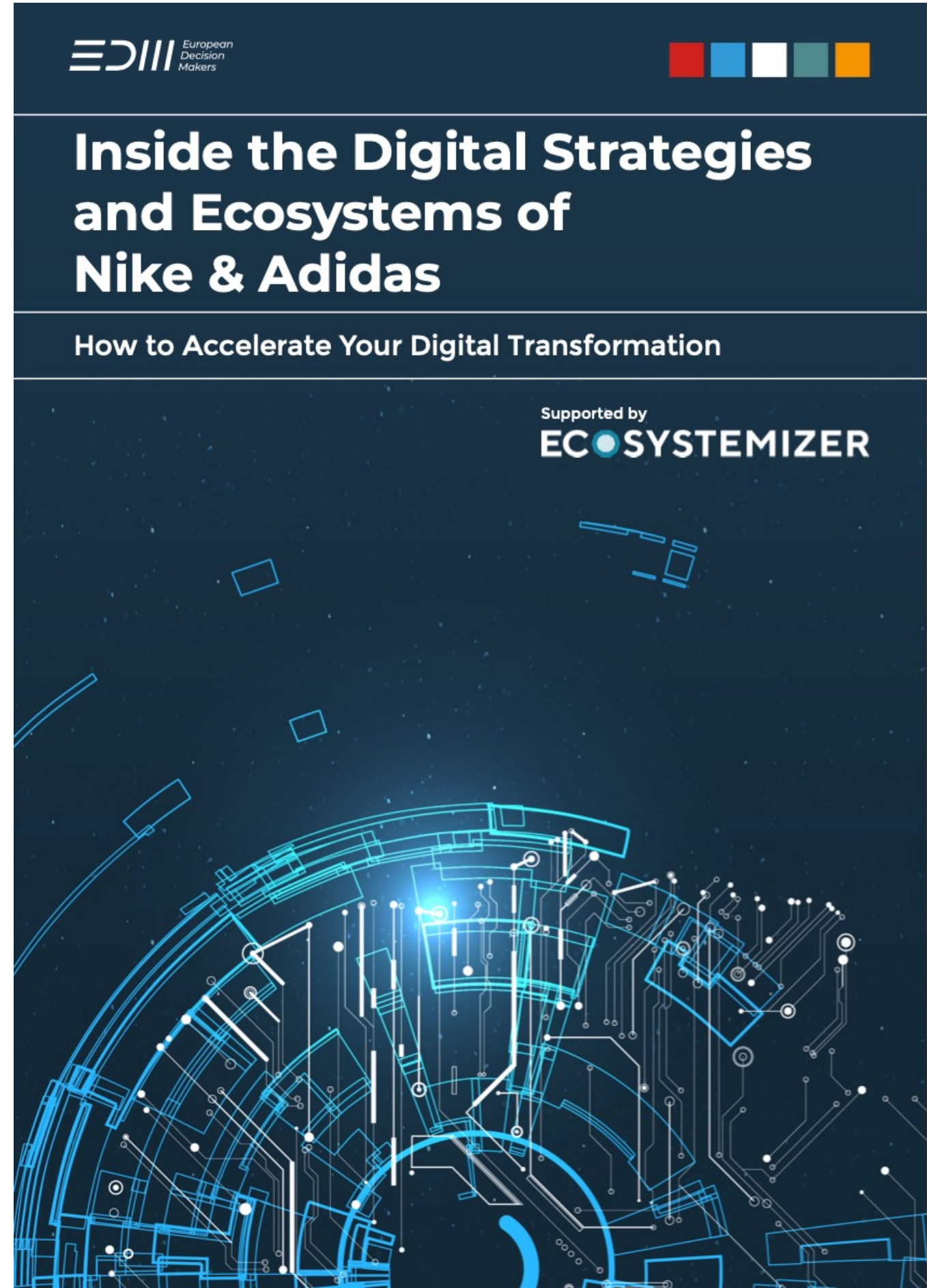
### Inside the Digital Strategies of Top Sports E-Tailers

- Deep dive analysis of top Sports E-tailers business models
- The Sports E-tailer landscape – Overview with major 20 sports E-tailers



Order now

# INSIGHT REPORT – LATEST RELEASE



## Contents:

Executive Summary

Ecosystem Breakdown: Nike vs. Adidas

- The Adidas Ecosystem
- The Nike Ecosystem

Nike's Digital Transformation (CDA)

Adidas's Digital Transformation (OTG)

Digital Transformation Checklist

Conclusions

Price: 1.500€ (1.200€ for subscribers)

[Use this link to view more details about the new Report](#)

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## **2.SGI SERVICES**

**MARKET RESEARCH &  
CONSULTING**

# INTRODUCTION EDM ADVISORY SERVICES

EDM provides C-Level advisory services to brands, retailers and investors on projects including:

- Market entry strategies and expansion strategy
- Market research and analysis
- Competitor analysis and benchmarking
- Commercial due diligence
- M&A acquisition search

Staffed by the EDM team and members from the top consultancies, with deep industry experience and knowledge, EDM Advisory Services has a unique position in the global sporting goods and outdoor industry, leveraging EDM's strong C-Suite network.

# EXPERT-BACKED RESEARCH & ANALYSIS

The fast-changing market environment drives the need for organizations to learn and adapt fast. We help our clients with best-in-class insights, data, connections and intelligence to win in an e-commerce & technology driven world.



# ON DEMAND RESEARCH

## New Market Opportunities

- Metaverse / E-Sports
- Home Fitness
- Sports technology
- Wearables
- Health & Wellbeing

## Trends

- Circularity / Sustainability
- Retail
- Supply Chain & Trade

## New business models & startups

- Emerging Brands, Retailers and Marketplaces
- Sports Ecosystems
- E-Commerce Software & Technology
- Shop/Retail Technology

## Competitors

- Key competitors
- Emerging competitors

- Expert-backed-research - In-depth, customized research and analysis backed by our unique expert network
- Key chapters and format to be aligned with client
- We provide a proposal based on agreed scope of work



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## 2.SGI SERVICES

# MARKETING & COMMUNICATION SERVICES

We serve the audience you need to reach. Become part of the conversation.

# THOUGHT LEADERSHIP IN THE GLOBAL SPORTING GOODS AND ACTIVE LIFESTYLE INDUSTRY

COMMUNICATE YOUR MARKETING MESSAGE AND ENGAGE WITH OUR HIGH-PROFILE AUDIENCE OF DECISION MAKERS



Thought Leadership



Brand awareness



C-suite networking

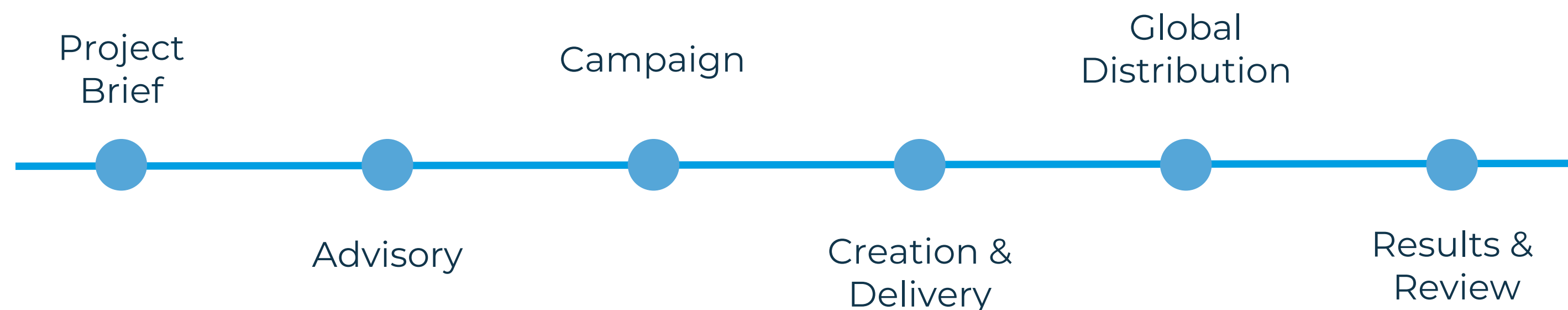


Lead Generation

## We help you

- **Position yourself as a thought leader and innovator** around specific topics (e.g. Sustainability, Diversity,..)
- **Communicate** your new strategy, new management or company rebranding to the global sporting goods industry
- **Raise awareness** of your company values and innovations
- **Create high-quality digital branded content** for you

## Our process for you



# THOUGHT LEADERSHIP

For **exclusive, annual Partnerships and Channel Sponsorships** in these fields, reach out to our team!



- **Technology, E-Commerce and Software**
- **People, diversity and inclusion**
- **Circularity, Sustainability and environmental issues**
- **Retail**
- **Market Intelligence, Consumer insights and trends**
- **Supply chain, delivery and fulfillment**
- **Regulatory & Compliance**
- **Metaverse, Web 3.0, Blockchain**



## Campaign Options:

- **Innovator Portraits**
- **Content Hub & Microsite**
- **Whitepapers and Sponsored Research Reports (incl. survey)**
- **Webinars**
- **Networking event for activation – roundtables, events, dinners**
- **Educational Seminar**

# INNOVATOR PORTRAIT

Position your company as a thought leader and innovator.  
Where do innovative companies set standards?  
What trends and technologies is the industry talking about?

## Our service for you

- Content piece on our website
- Written by EDM authors, based on your briefing
- Text length about 1000 words recommended
- Integration of your pictures, links, infoboxes and videos
- Time frame until final approval 4 weeks

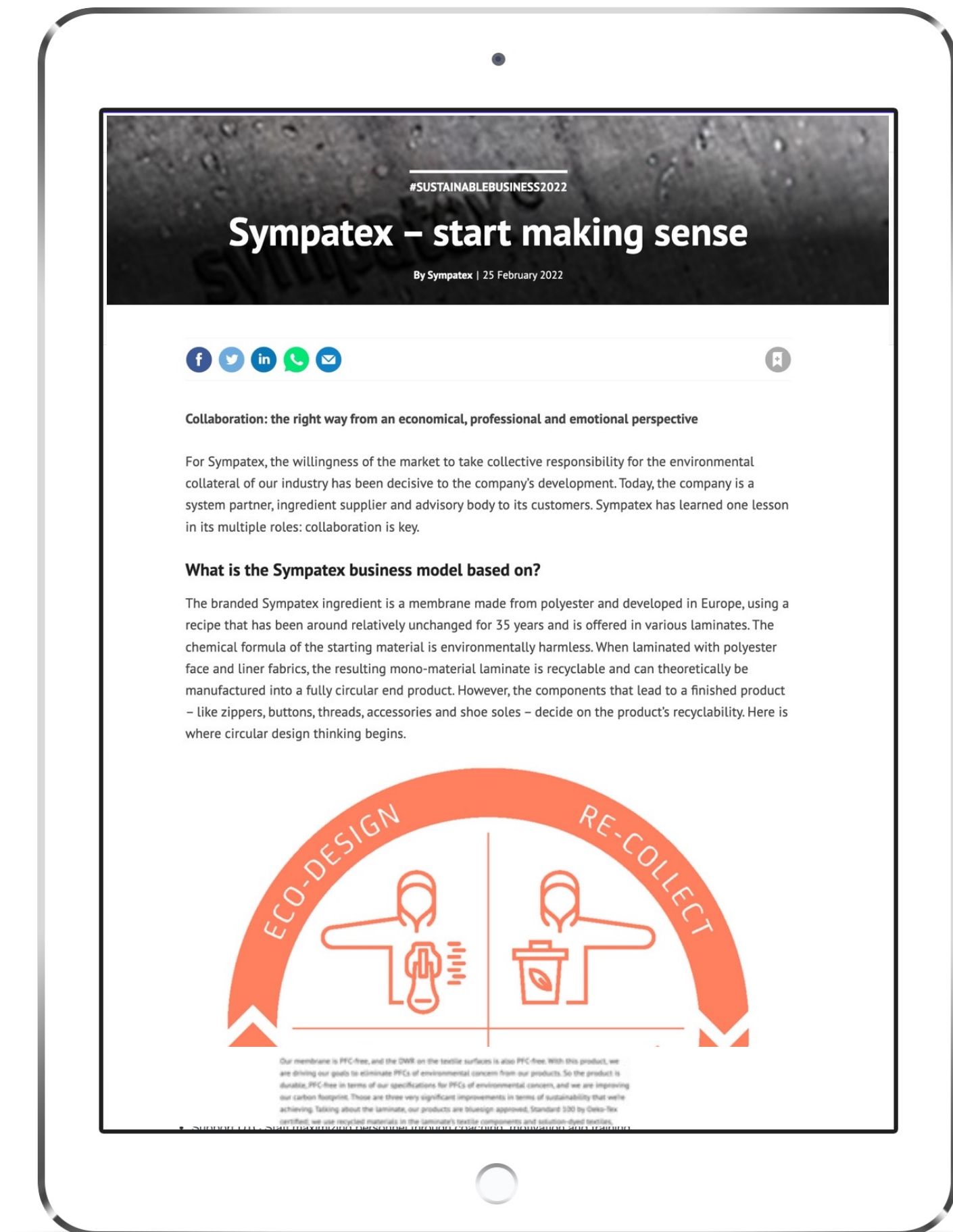
## Advertorial includes:

- Extended Distribution via our newsletters with 12 text ads
- Targeted media campaign via LinkedIn with at least 60.000 impressions (depending on target group)
- Native ad on website
- Campaign runtime 3 months

**Costs: € 12.950**

## Output / Benefits

- ✓ Ad-free presentation of your advertorial
- ✓ Long stay and intensive involvement
- ✓ Increased credibility with the reader through the presentation of the look and feel of editorial content
- ✓ Good findability via search engines
- ✓ Positioning as a leading brand or solution provider



# ADVERTORIAL

Solution-oriented content in the context of our editorial contributions ensure optimal reader attention – position your message in the form of an advertorial on your topic

## Campaign components

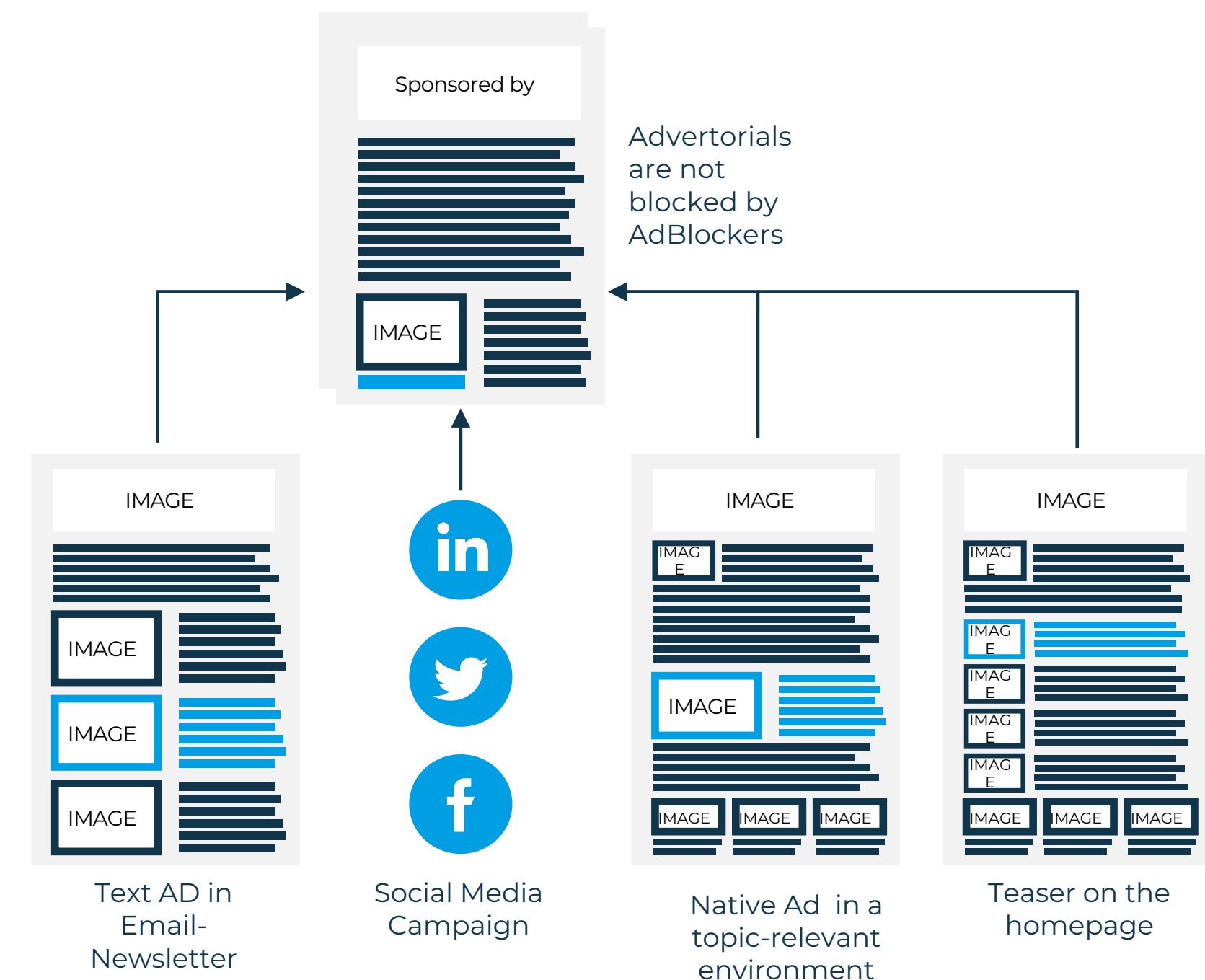
- Native ad on our website
- Written by EDM authors, based on your briefing
- Text length about 1000 words recommended
- Integration of your pictures, links and videos
- Distribution via our newsletters with text ads
- Targeted media campaign via LinkedIn with at least 40.000 impressions (depending on target group)
- Campaign runtime 3 months

**Costs: € 6.000**  
**€ 19.900**

Duration 3 months  
Yearly presence, one advertorial per quarter

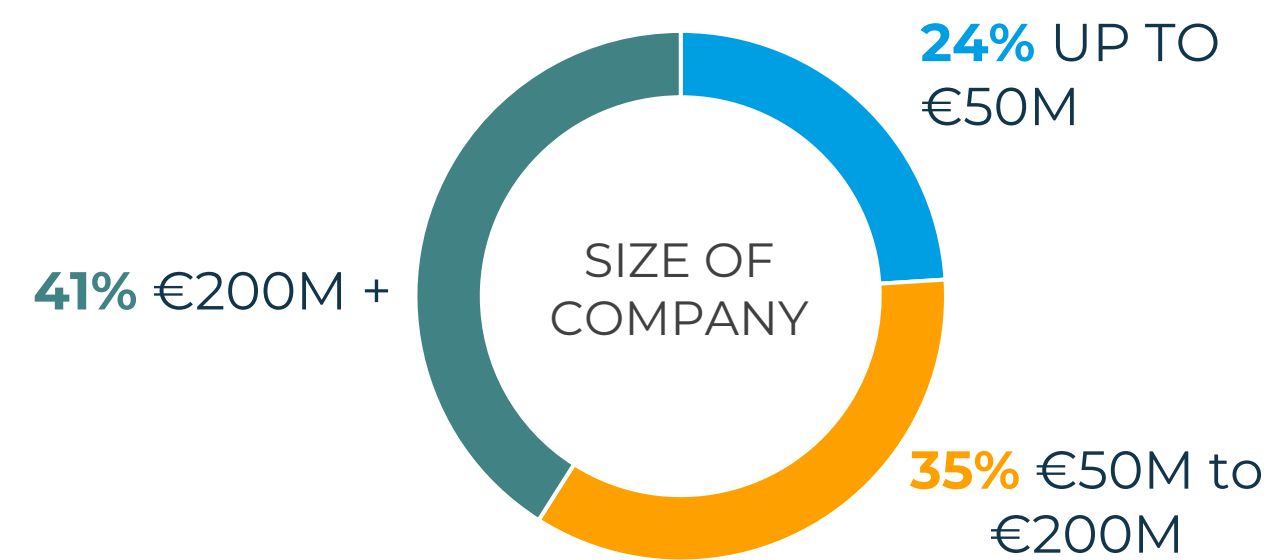
## Output / Benefits

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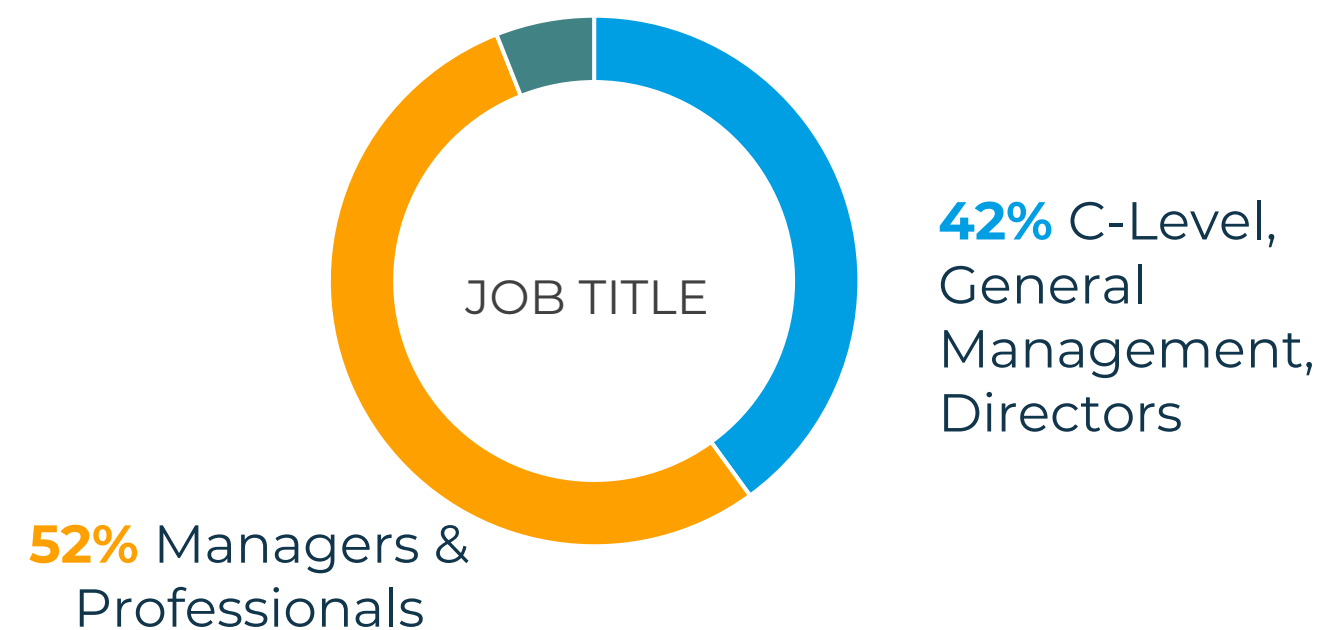


# WE SERVE A UNIQUE AUDIENCE OF HIGH PROFILE EXECUTIVES AND INDUSTRY PROFESSIONALS

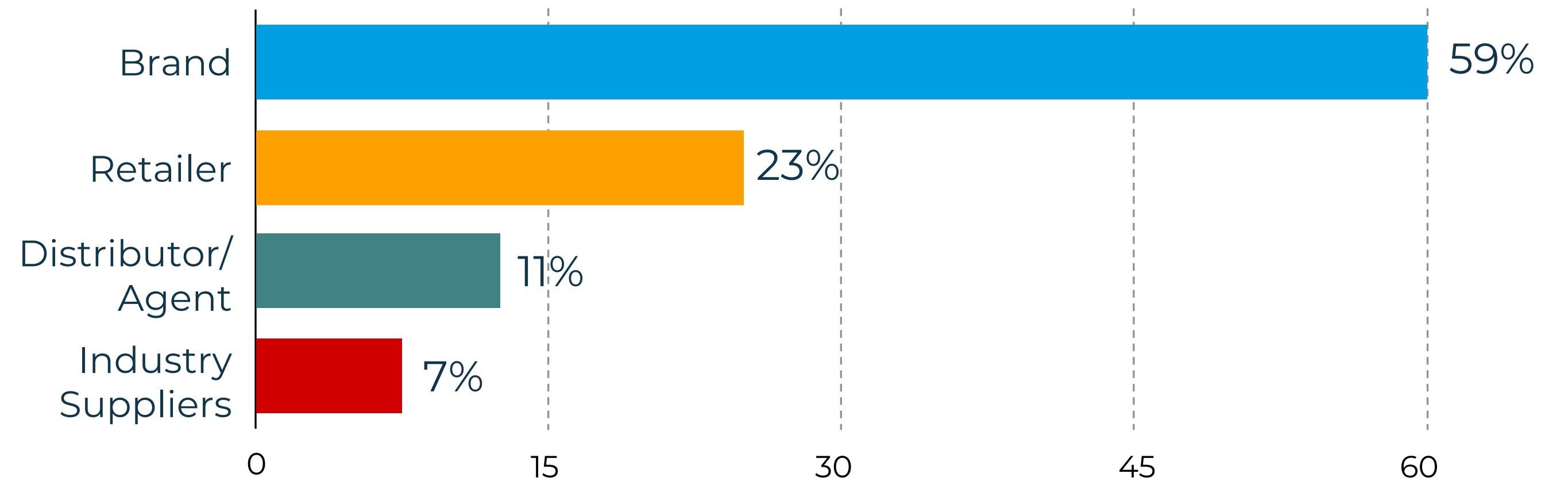
## Demographics



6% Others (e.g. Consultants & Financial Analysts, associations, media)



## Line of business



## Geographical Breakdown

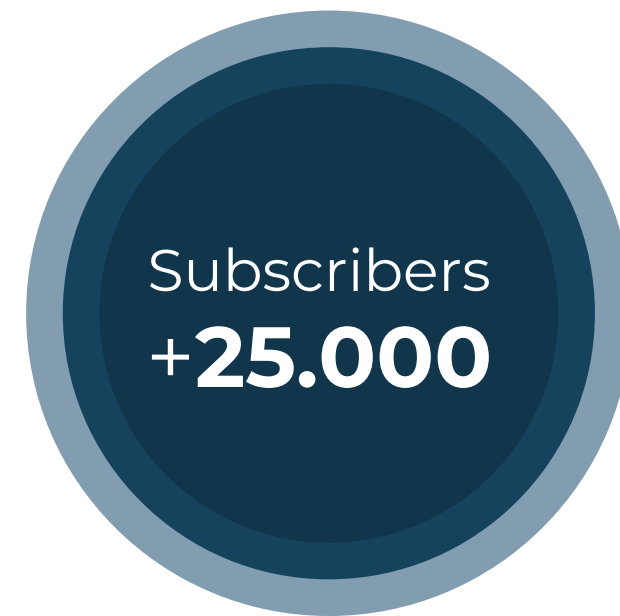
60% Europe  
32% North America  
5% Asia  
3% Rest of World



# AUDIENCE AND REACH

## Audience

We reach the high-profile decision makers in our industries worldwide. Trusted by the leading brands and retailers.



## Site Stats

As an established and reliable source of industry news, analysis and research, our websites attract over 37,000 unique visitors per month.



## Social Media

Across LinkedIn we garner strong following of engaged and senior-level/entrepreneurial business minds.



## Our Customers



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## **2.SGI SERVICES**

### **HR SERVICES**



# EMPLOYER BRANDING

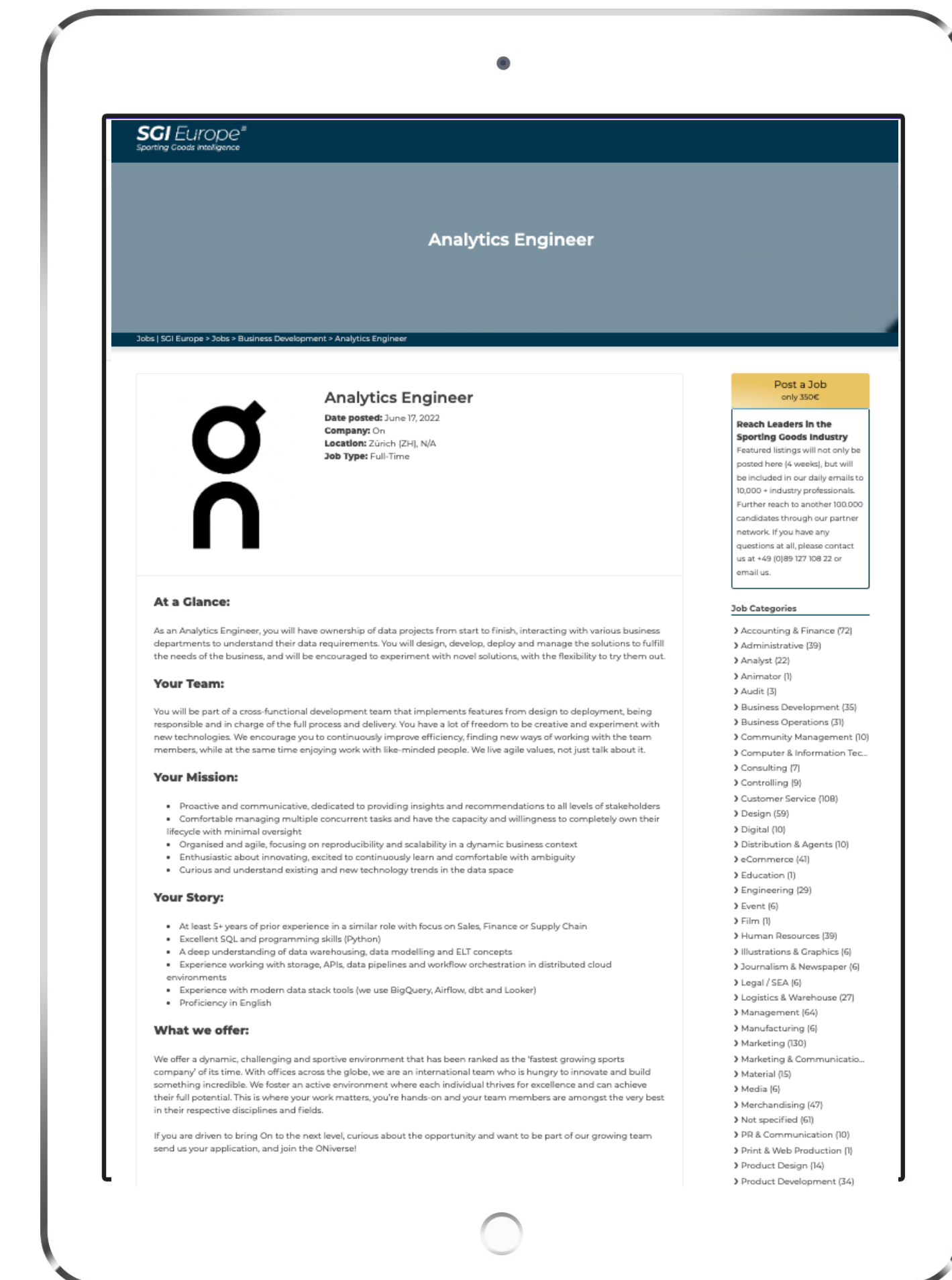
Reach experienced employees and managers from within the industry

## Our service for you

- Content piece on our website
- EDM authors create your “work-with-us-story” . This is an employer advertorial on your briefing
- Integration of pictures, links, videos and quotes from your employees
- Additional integration of 3 Job Ads on our website and backlink in advertorial

## Employer Branding Package includes:

- Native Teaser on homepage for your “work-with-us-story”
- 3 Text-Ads in our E-Mail newsletter
- 3x job ad listing in job section of jobs.sgieurope.com for 2 months
- Targeted media campaign via LinkedIn with at least 40.000 impressions within target group (depending on target group)
- Duration: 30 days online



# JOB ADS

Place your job ad in your high-profile candidate's favorite publication

## Our service for you

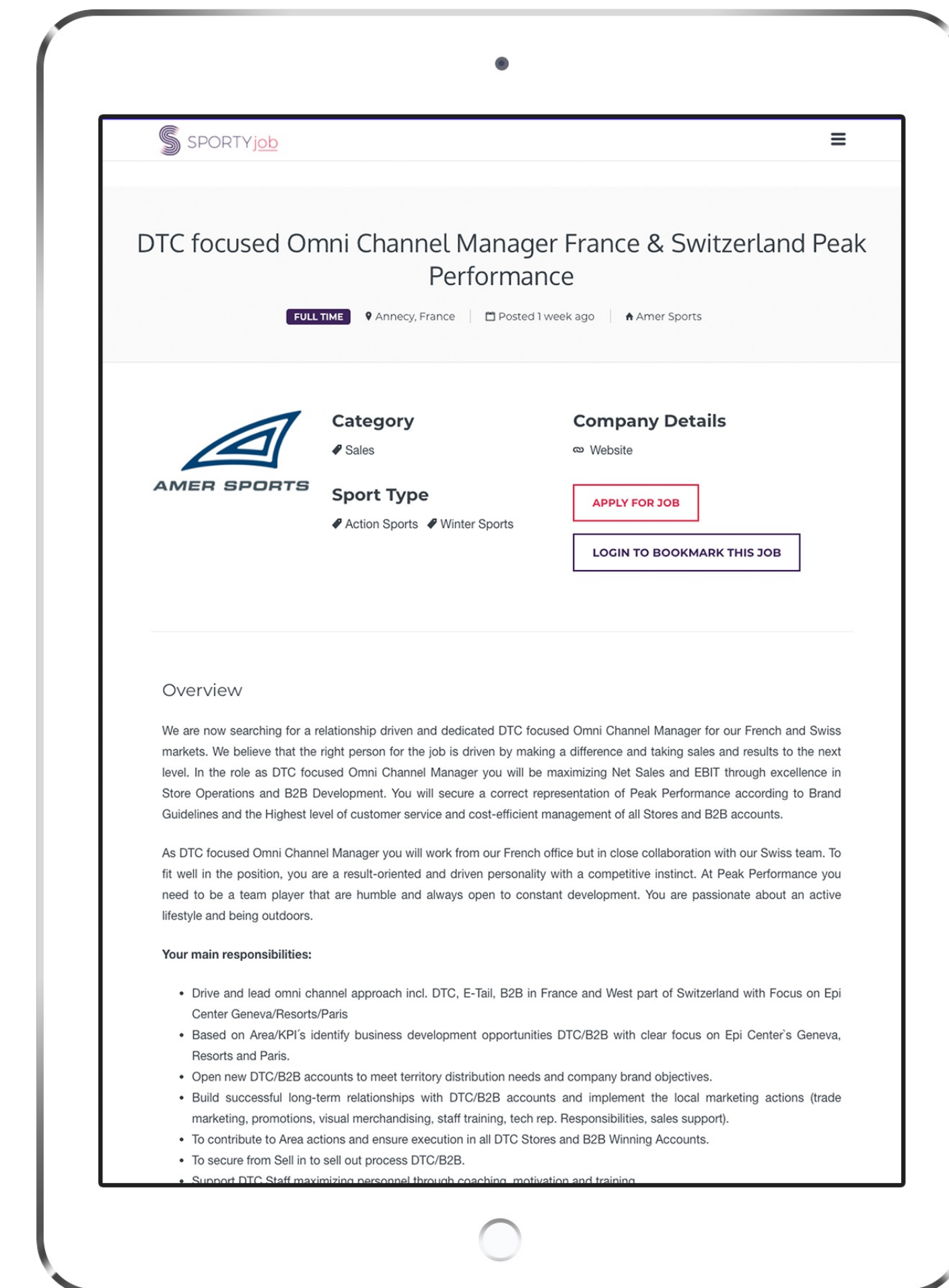
- Integration of your Job Ad on our website
- Reach high-profile candidates through our network

## Job Ad includes:

- 1 Text-Ad in our E-Mail newsletter
- Listing in job section of jobs.sgieurope.com or on publication's websites (2 months)
- Optional LinkedIn Campaign

<b>Costs: € 350</b>	Single Job Ad
<b>€ 890</b>	3 Jobs Package
<b>€ 1.500</b>	Flatrate for 1 year
<b>€ 990</b>	Additional LinkedIN Campaign per Job Ad

All prices in EUR plus VAT



# GET IN TOUCH

Please contact a member of the team to discuss any of our commercial opportunities or our editorial content.



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