

Smart Fabrics for Sports and Fitness Global Market Segmentation and Major Players Analysis and Forecast to 2020

Smart Fabrics for Sports and Fitness Market 2017 Global Trends, Market Share, Industry Size, Growth, Opportunities and Forecast to 2020

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-- The advent of technology has changed the way we do and perceive household things. The internet of things has made everything connected. [Smart fabrics](#) are a prominent part of this technological transformation and will play a very important role in the future with applications in a wide range of applications like Transportation, Healthcare, Military, Sport/Fitness and Entertainment. The miniaturization of electronic components combined with the discovery and development of advanced polymers is driving the market ahead. The developments in the field of microfiber technology have enabled the production of textiles with features like breathability, waterproofing. Their additional abilities of reacting to heat or light give them a considerable edge in adapting to environmental stimuli over traditional fabrics. With electronics now being miniaturized to be able to integrate seamlessly into wearables, athletes have the chance of monitoring and tracking their performance on a real time basis with feedback. This has resulted in a considerable improvement in their performance. The usage of science in sports and fitness monitoring is an important driver for the market of smart fabrics. The continuous innovation in the field of material science with incredible strides being made in the design and development of thermoplastics, polyurethane (PU) foams and elastomeric materials have enabled the development of intelligent fabrics with enhanced functionalities without compromising on the aesthetics of the garment. This trend is expected to continue with the increasing spending in R&D by major fabric manufacturers.



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There is a huge pool of companies out there that manufacture numerous wearable technology gadgets, from Fitbit's fitness trackers (bands), Nike's Fuel Band to other major Sports brand watches, to meet our Sports and Fitness requirements.

The new segment of wearable devices, called the E-textile or Smart fabrics have changed the way we now wear these devices. Smart fabrics are one that have biometric sensors, mini computers, circuits or metallic yarns integrated into them. These fabrics can be designed accordingly to meet almost all the basic and the high-end requirements of a sports athlete or any fitness buff.

Considering the Sports and Fitness industry, these fabrics are capable of being modified as per the user's needs. Smart Fabrics can be water resistant and can measure the chemical composition of your body, monitor your heart rate, and also, keep a track of your physical activities as well as your local environment. Apart from tracking your health, it is also capable of changing temperatures as per your body requirements and your surrounding area.

DRIVERS

Increasing focus towards sports and fitness among the potential buyers is what is going to keep this market demand on the higher side.

RESTRAINTS

The only constraint that could hinder the demand of smart fabrics is its price when compared to conventional fabrics.

WHAT THE REPORT OFFERS

Overview of Global Market for Smart Fabrics in Sports and Fitness with information on drivers and restraints

In-depth analysis of Market for Smart Fabrics in Sports and Fitness and its applications in the industry

Identification of factors responsible for changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on global and regional scale

Extensively researched competitive landscape with profiles of major companies along with their market shares

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

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Key points in table of content

1. INTRODUCTION

1.1 Research Methodology

1.2 Executive Summary

2. KEY FINDINGS OF THE STUDY

3. MARKET OVERVIEW

3.1 Market Segmentation

3.2 Overview

3.3 Industry Value Chain Analysis

3.4 Industry Attractiveness - Porter's 5 Force Analysis

4. MARKET DYNAMICS

4.1 Introduction

4.2 Drivers

4.2.1 Increasing focus towards fitness and comfort

4.3 Restraints

4.3.1 Price is high as compared to conventional fabrics

5. Technology Overview

5.1 Technology Snapshot

5.2 Industry Applications

5.3 Smart Fabrics Market by Industry Applications

5.3.1 Market Share and Forecast

5.3.2 Analyst View

6. Competitive Intelligence - Company Profiles

6.1 AiQ

6.2 Overview

7. Financials

7.1 Products

7.1.1 Recent Developments

7.1.2 Eeonyx Corporation

7.1.3 Overview

7.1.4 Financials

7.2 Products

7.2.1 Recent Developments

7.2.2 Future-Shape

7.2.3 Overview

7.2.4 Financials

7.3 Products

7.3.1 Recent Developments

7.3.2 interactive wear

7.3.3 Overview

7.3.4 Financials

7.4 Products

7.4.1 Recent Developments

7.4.2 Koninklijke Ten Cate nv

7.4.3 Overview

7.4.4 Financials

7.5 Products

7.5.1 Recent Developments

7.5.2 10 Performance Fibers

7.5.3 Overview

7.5.4 Financials

7.6 Products

7.6.1 Recent Developments

7.6.2 Schoeller Textil AG

7.6.3 Overview

7.6.4 Financials

7.7 Products

7.7.1 Recent Developments

7.7.2 Textronics

7.7.3 Overview

7.7.4 Financials

7.8 Products

7.8.1 Recent Developments

7.8.2 novanex

7.8.3 Overview

7.8.4 Financials

7.9 Products

7.9.1 Recent Developments

7.9.2 Marktek, Inc.

7.9.3 Overview

7.9.4 Financials

7.10 Products

7.10.1 Recent Developments

7.10.2 Toray Industries

7.10.3 Overview

7.10.4 Financials

7.11 Products

7.11.1 Recent Developments

7.11.2 Intelligent Clothing

7.11.3 Overview

7.11.4 Financials

7.12 Products

7.12.1 Recent Developments

7.12.2 Ohmatex ApS

7.12.3 Overview

7.12.4 Financials

7.13 Products

7.13.1 Recent Developments

7.13.2 Smartex s.r.l.

7.13.3 Overview

7.13.4 Financials

7.14 Products

7.14.1 Recent Developments

7.14.2 Investment Analysis

7.14.3 Role of Business Accelerators

7.14.4 Investment Outlook

7.15 Recent Mergers and Acquisitions

8. Future of Smart Fabrics Market in Sports Industry

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