

Alternative Sports Market | To Explore Excellent Growth in Future | Key Player : Cannondale , Quiksilver, , Johnson

PORTLAND, OREGON, UNITED STATES, March 10, 2022 /EINPresswire.com/ -- [Alternative Sports Market](#) Outlook – 2027

The alternative sports market includes sports events other than the dominant and more common sports, which include football, basketball, tennis, baseball, and other sports. Alternative sports include skating, surfing, snowboarding, mountain biking, and others. These sports initially existed outside formal sports organizations

and participants people who, for one reason or another, did not fit into the world of traditional sports. The best known alternative sporting events are ESPNs annual X Games and Winter X Games, which feature an array of sports including skateboarding, snowboarding, inline skating, motocross, bicycle motocross (BMX), ski boarding, and snow mountain biking.



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Increase in public and privately funded skateboard parks, which can now be found in many cities and towns drive the market growth. Ski resorts now cater to snowboarders by building terrain parks, provide corporate sponsorships, and media performances. Growth in the market is anticipated on account of increase in population, rise in disposable income, integration of technology in sports equipment, and increase in participation of women in sports across the world also fuel the growth of the market. New technologies, such as 3D motion sensing are adopted to track the user movements, as well as to attract the younger, tech savvy generation to adopt alternative sports. However, the life risks involved with several alternative sports majorly restraints the market.

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The alternative sports market is segmented on the basis of sport type, distribution channel, and geography. By sport type, it is classified into skating, surfing, mountain biking, snowboarding, and others. Based on distribution channel, it is categorized into sports goods specialty stores, online retailers, and others. By geography, the alternative sports market is analyzed across North America (U.S., Canada, and Mexico), Europe (UK, France, Germany, Italy, and rest of Europe), Asia-Pacific (China, Japan and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The key players in the alternative sports market include Black Diamond Equipment (U.S.), Tecnica Group (Italy), Cannondale Bicycle Corporation (U.S.), Quiksilver, Inc. (U.S.), Johnson Outdoors Inc. (U.S.), Skis Rossignol S.A. (France), The Salomon Group (U.S.), K2 Corporation (U.S.), Sk8factory (U.S.), and Confluence Outdoor (U.S.).

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Key Benefits

The study provides an in-depth analysis of the alternative sports market with current and future trends to elucidate the imminent investment pockets in the market.

Current and future trends are outlined to determine the overall attractiveness and to single out profitable trends to gain a stronger foothold in the market.

The report provides information regarding key drivers, restraints, and opportunities.

Quantitative analysis of the current market and estimations through 2017-2023 are provided to showcase the financial caliber of the market.

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Alternative Sports Market Key Segmentation

By Sports Type

Skating

Surfing

Mountain Biking

Snowboarding

Other

By Distribution Channel

Supermarkets and Hypermarkets

Sports Goods Specialty Stores

Online Retailers

Other

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Diamond Equipment (U.S.)

Tecnica Group (Italy)

Cannondale Bicycle Corporation (U.S.)

Quiksilver, Inc. (U.S.)

Johnson Outdoors Inc. (U.S.)

Skis Rossignol S.A. (France)

The Salomon Group (U.S.)

K2 Corporation (U.S.)

Sk8factory (U.S.)

Confluence Outdoor (U.S.)

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