

Global Golf Goods Retail Market: Key Research Findings 2016

◆ **Research Outline**

Yano Research Institute and Golf Datatech have collaborated in conducting a study on the global golf goods retail market with the following conditions:

1. Research period: From August 2016 to January 2017
2. Research targets: Global golf related companies
3. Research methodologies:

Markets in US, UK, Germany, and Sweden: Golf Datatech, LLC (HQ in Florida, US,) a leading research organization specialized in the US and European golf industry, has aggregated the market size in the areas concerned based on the survey data of actual retail sales of golf goods.

Other markets in North and South America and Europe, Africa, and Oceania: Golf Datatech has estimated the market size based on the interviews with the leading golf related companies in the areas concerned.

Market in Japan: Yano Research Institute has estimated the market size based on the domestic shipment of golf goods included in its report, "Golf Industry 2016."

Other markets in Asia: Yano Research Institute has estimated the market size based on the survey on the leading golf goods manufacturers regarding shipment by country and the interviews to the leading golf related companies.

<What are Golf Goods?>

The golf goods in this research include golf clubs (wood, hybrid, iron, and putter), golf accessories (shoes, caddy bags, and gloves), and golf balls (round balls), but do not include golf wear. The market size is based on the retail amount.

◆ **Key Findings**

■ **2016 Global Golf Goods Retail Market Projected to Achieve 874,839 Million Yen**

Yano Research Institute and Golf Datatech, LLC (HQ in Florida, US,) have conducted a research on the global golf goods retail market for the second time since 2014. The size of the global golf goods retail market in 2016 is likely to attain 874,839 million yen.

■ **Demand of All 8 Categories of Golf Goods in Major 10 Countries in 2016 Projected to Decline**

According to the research on the global market of golf goods retail market which, for the first time, has also been calculated into the quantity demanded in the major ten countries (US, Japan, South Korea, UK, Canada, Australia/New Zealand, France, Germany Sweden, and China), the quantity of all eight categories of golf goods (i.e., 4 items of golf clubs, 3 items of golf accessories, and golf balls) demanded in 2016 were by far less than the actual retail sales in the previous year, showing that the global demand of golf goods is on the decline.

◆ **Report Format:**

Published report: “Global Golf Market 2017”

Issued on: February 28, 2017

Language: Japanese

Format: 223 pages in A4 format

Price: 360,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

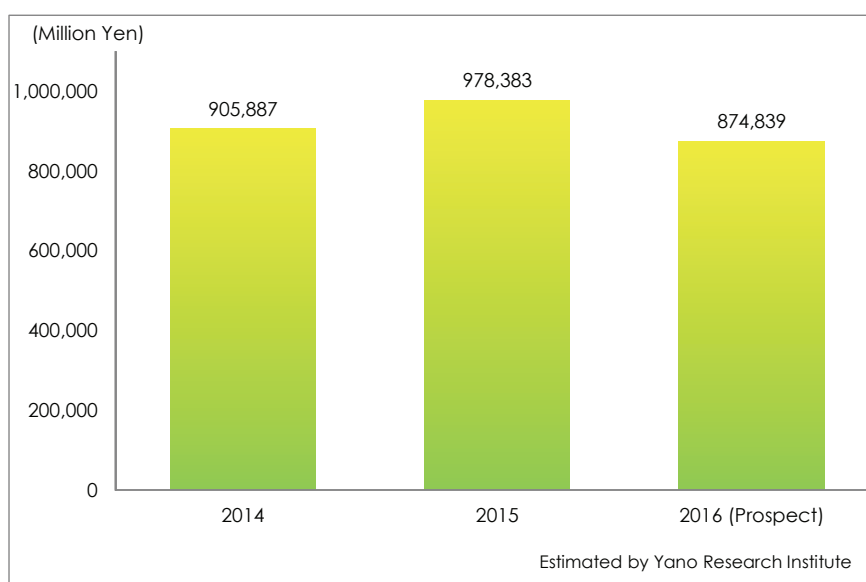
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ **Figure 1: Transition of Global Size of Golf Goods Retail Market**



Notes:

1. The market size is calculated based on the retail amount converted into Yen, using the average exchange rates of each year.
2. In this research, the market size in 2014 has been recalculated retrospectively. The figures for 2016 are the prospect.
3. The golf goods in this research include the following 8 items: Golf clubs (wood, hybrid, iron, and putter), golf accessories (shoes, caddy bags, and gloves), and golf balls (round balls). Golf wear is not included.