

## **Golf Goods Market in Japan: Key Research Findings 2017**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on the domestic golf goods market with the following conditions:**

1. Research period: From May to August, 2017
2. Research targets: Domestic enterprises handling golf goods
3. Research methodologies: Detention-method questionnaire regarding golf goods shipment volume, face-to-face interviews and surveys via telephone on golf goods market trends

**<What are Golf Goods?>**

The golf goods in this research indicate those golf-related goods produced and sold for consumers by the companies handling golf goods. The market size in this research only includes in-house brand goods shipped within the country, and excludes OEM products.

### ◆ **Key Findings**

#### ■ **2016 Domestic Golf Goods Market Ended Up With 98.1% on Y-o-Y Basis**

The domestic golf goods market size (based on the shipment value at manufacturers) decreased to 254.75 billion yen in 2016, 98.1% of the preceding-year results. The negative growth stems mainly from decreasing number of golf players which led to declined golf goods demand, decrease in the number of new stores to open mainly at major mass merchandisers, and closure of some non-profit-making stores.

#### ■ **Shipment Volume Rather than Shipment Value Clearly Declined in Many Items in Golf Goods Market**

When looking at the domestic golf goods market in 2016 by product category (based on the shipment of manufacturers), many have decreased further in shipment volume rather than shipment value except for some items. For instance, with regard to the golf club market in 2016, the shipment value was 96.3% of that of the previous year whereas the shipment volume declined immensely to 85.2% of that of the previous year. On the other hand, the unit price of the products has been raised, mainly because of the price rise by each maker.

#### ■ **Domestic Golf Goods Market in 2017 Expected to Attain 102.8% on Y-o-Y Basis**

The golf goods market in 2017 is projected to attain 261.890 billion yen, 102.8 % on Y-o-Y Basis. Just like the previous year, the market expects rise of unit price per product which is likely to make amends the loss of decreasing shipment volume. Nevertheless, it is considered to be a huge challenge to stop the demand from decreasing not only for the golf goods market but also for the whole golf industry.

## ◆ Report Format:

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■ **Table 1: Transition and Forecast of Golf Goods Market Size by Product Category**

(Shipment Volume: in thousand, Shipment Value: in Million Yen, Comparison Ratio:%)

		2014		2015			2016			2017 (Forecast)			
			Comp. Ratio		Comp. Ratio	Y-o-Y		Comp. Ratio	Y-o-Y		Comp. Ratio	Y-o-Y	
Golf Clubs	Volume	7,490	-	7,930	-	105.9	6,760	-	85.2	6,880	-	101.8	
	Value	96,600	38.5	100,540	38.7	104.1	96,800	38.0	96.3	101,520	38.8	104.9	
	Woods	Volume	1,910	-	1,910	-	100.0	1,730	-	90.6	1,720	-	99.4
		Value	43,000	17.1	41,900	16.1	97.4	42,900	16.8	102.4	43,400	16.6	101.2
	Hybrid (Utility)	Volume	660	-	790	-	119.7	640	-	81.0	660	-	103.1
		Value	7,470	3.0	9,110	3.5	122.0	8,590	3.4	94.3	8,970	3.4	104.4
	Iron	Volume	4,260	-	4,580	-	107.5	3,800	-	83.0	3,880	-	102.1
		Value	39,400	15.7	42,700	16.4	108.4	38,200	15.0	89.5	41,430	15.8	108.5
	Putter	Volume	660	-	650	-	98.5	590	-	90.8	620	-	105.1
		Value	6,730	2.7	6,830	2.6	101.5	7,110	2.8	104.1	7,720	2.9	108.6
Golf Goods	Value	31,830	12.7	33,430	12.9	105.0	33,180	13.0	99.3	34,330	13.1	103.5	
Shoes	Volume	1,650	-	1,680	-	101.8	1,660	-	98.8	1,760	-	106.0	
	Value	10,960	4.4	12,330	4.7	112.5	12,280	4.8	99.6	13,790	5.3	112.3	
Caddy Bags	Volume	840	-	820	-	97.6	780	-	95.1	750	-	96.2	
	Value	9,300	3.7	9,100	3.5	97.8	9,310	3.7	102.3	9,070	3.5	97.4	
Other Bags & Covers	Value	5,800	2.3	6,100	2.3	105.2	5,560	2.2	91.1	5,440	2.1	97.8	
Gloves	Volume	8,020	-	8,150	-	101.6	8,350	-	102.5	8,280	-	99.2	
	Value	5,770	2.3	5,900	2.3	102.3	6,030	2.4	102.2	6,030	2.3	100.0	
Golf Balls	Volume	13,020	-	12,980	-	99.7	13,780	-	106.2	12,880	-	93.5	
	Value	21,960	8.7	22,400	8.6	102.0	22,690	8.9	101.3	23,140	8.8	102.0	
Balls for Golf Courses	Volume	9,160	-	9,430	-	102.9	9,550	-	101.3	9,550	-	100.0	
	Value	19,900	7.9	20,500	7.9	103.0	20,450	8.0	99.8	21,320	8.1	104.3	
Balls for Golf Ranges	Volume	3,860	-	3,550	-	92.0	4,230	-	119.2	3,330	-	78.7	
	Value	2,060	0.8	1,900	0.7	92.2	2,240	0.9	117.9	1,820	0.7	81.3	
Golf Wear	Value	89,600	35.7	91,900	35.4	102.6	90,760	35.6	98.8	91,900	35.1	101.3	
Other Golf Goods	Value	11,040	4.4	11,320	4.4	102.5	11,320	4.4	100.0	11,000	4.2	97.2	
Total	Value	251,030	100.0	259,590	100.0	103.4	254,750	100.0	98.1	261,890	100.0	102.8	

Estimated by Yano Research Institute

### Notes:

1. The market size is based on the shipment volume and value at manufacturers.
2. The golf goods in this research indicate those golf-related goods produced and sold for consumers by the companies handling golf goods. The market size in this research only includes in-house brand goods shipped within the country, and excludes OEM products. Other Golf Goods indicate the following products sold for consumers including tees/markers, practicing devices, and competition prizes.
3. The numeric values have been rounded, so that some parts of totaled ratio in the data may not match.