

Monday, 2 May 2016

Decathlon to take on Rebel in Australia's \$1.3 billion sporting equipment market

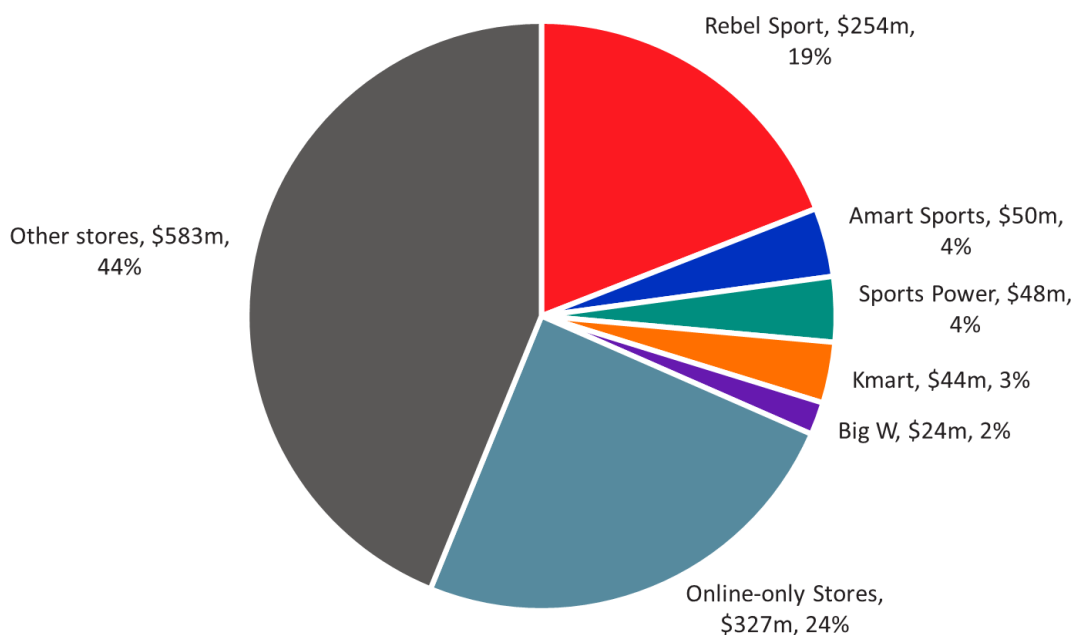
Australians spent an estimated \$1.3 billion on sporting goods over the past year and Rebel Sport currently owns almost a fifth of the sporting equipment market. This latest retail currency data from Roy Morgan Research spotlights the market ahead of the arrival of French sports retailer Decathlon.

734,000 Australians 14+ (3.7%) bought sporting equipment (not including sportswear and sporting footwear) in an average four weeks in the 12 months to March 2016—spending a combined \$1,330 million over the year.

Of the country's total sporting equipment expenditure, Rebel Sport claimed \$254 million (19%)—well ahead of any other individual chain: \$50 million was spent at Amart All Sports (which Super Retail Group owns along with Rebel), \$48 million at Sports Power, \$44 million at Kmart, and \$24 million at Big W.

There are also many bricks-and-mortar and online stores that may each hold less than 2% of the overall market, but between them add up to holding 68%—from smaller specialty sports stores such as Sportsco and Stadium Sports, sporting goods stockists like Anaconda, Aldi and Target, and online players like Ebay and DealsDirect.

Market Share of \$1,330 million annual Sporting Equipment expenditure



Source: Roy Morgan Single Source Australia, April 2015 – March 2016, sample n = 14,426 Australians 14+

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Michele Levine, CEO – Roy Morgan Research, says:

“Although Australians spent over \$1.3 billion on sporting equipment over the past year, we spend far more on sporting apparel, including \$2.5 billion on sports shoes and \$1.5 billion on sportswear.

“In both these areas, Rebel holds a strong position—although overall not quite as strong as in sporting equipment alone. Our granular consumer research across specific products shows that Rebel’s market position is also stronger among men than women: it holds 21% of the men’s sportswear and 10% of men’s footwear markets, compared with 12% of women’s sportswear and 6% of women’s sports footwear.

“The arrival of Decathlon will no doubt shake the sporting goods and apparel market. It is known as ‘category killer’. However, while Decathlon may be well-regarded for providing excellent customer service, so too is Rebel Sport, which took out the 2015 Roy Morgan Customer Satisfaction Award for Sports Store of the Year.

“Roy Morgan’s current and on-going Single Source data includes a bounty of consumer information on consumers’ habits and attitudes to help sports retailers prepare for the new landscape—from product expenditure, satisfaction, and sports participation, to historical data for lessons on how international entrants like Aldi and H&M or local category killers like Bunnings and Dan Murphy’s impacted their respective markets (and competition) across different consumer segments.”

To learn more about Roy Morgan’s retail data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

Please click on this link to the [Roy Morgan Online Store](#)

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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