

# Sport equipment in the EAU

di ICE EAU

ITALIA



Istituto nazionale  
per il Commercio Estero

# Objectives and Methodology

## Objectives

- Identifying the new scenarios and market possibilities in the UAE
- Create and increase a business network in the UAE for the Italian sport equipment companies
- Competitors Analysis
- Evolution of the market in the last 2 years
- Current demand and trends
- Distribution channels

## Methodology

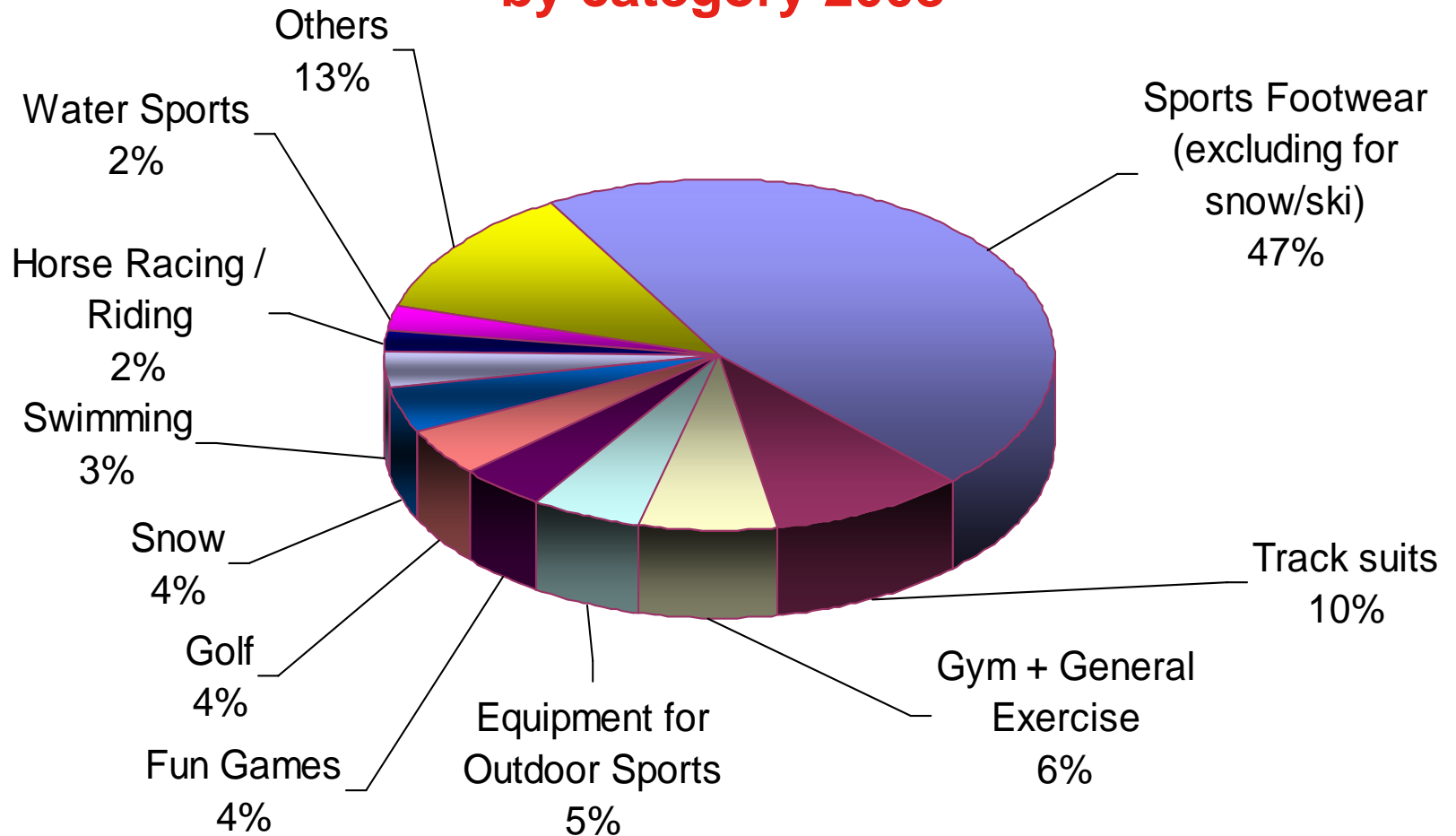
- Market Scan to determine the Import/ Export Procedures and Infrastructure projects in the UAE, as Dubai Sport City
- Extracts from TGI 2008
- Annual Statistical Abstract from Ministry of Planning

## Summary of Import of Sportive Equipment by category 2007 - 2008

**Total imports of UAE have increased by 24% in 2008 with a size of imports averaging 1.4 billion Dirham**

Sports / Fitness Equipments	UAE - Import Value (AED)		Trend
	2007	2008	
Sports Footwear (excluding for snow/ski)	399,137,852	486,826,591	22%
Track suits	168,620,731	251,238,753	49%
Gym + General Exercise	152,037,860	195,995,505	29%
<b>Total</b>	<b>1,170,955,700</b>	<b>1,446,503,102</b>	<b>24%</b>

# Summary of Import of Sportive Equipment by category 2008



## Summary of Import of Sportive Equipments By Country 2007 - 2008

The major 3 supplying countries in the year 2008 were China (47%), USA (10%), Italy (6%).

Country	UAE – Import Value (AED)		Trend
	2007	2008	
China	490,880,563	624,308,266	27%
USA	113,594,297	124,195,126	9%
<b>Italy</b>	<b>67,380,065</b>	<b>92,119,288</b>	<b>37%</b>
Vietnam	38,140,796	77,089,481	102%
Germany	47,419,673	58,099,199	23%
India	53,417,285	55,664,947	4%
<b>Total</b>	<b>1,170,955,700</b>	<b>1,446,503,102</b>	<b>24%</b>

# Summary of Re-Export of Sportive Equipments

## Comparison of Re-Export 2007- 2008

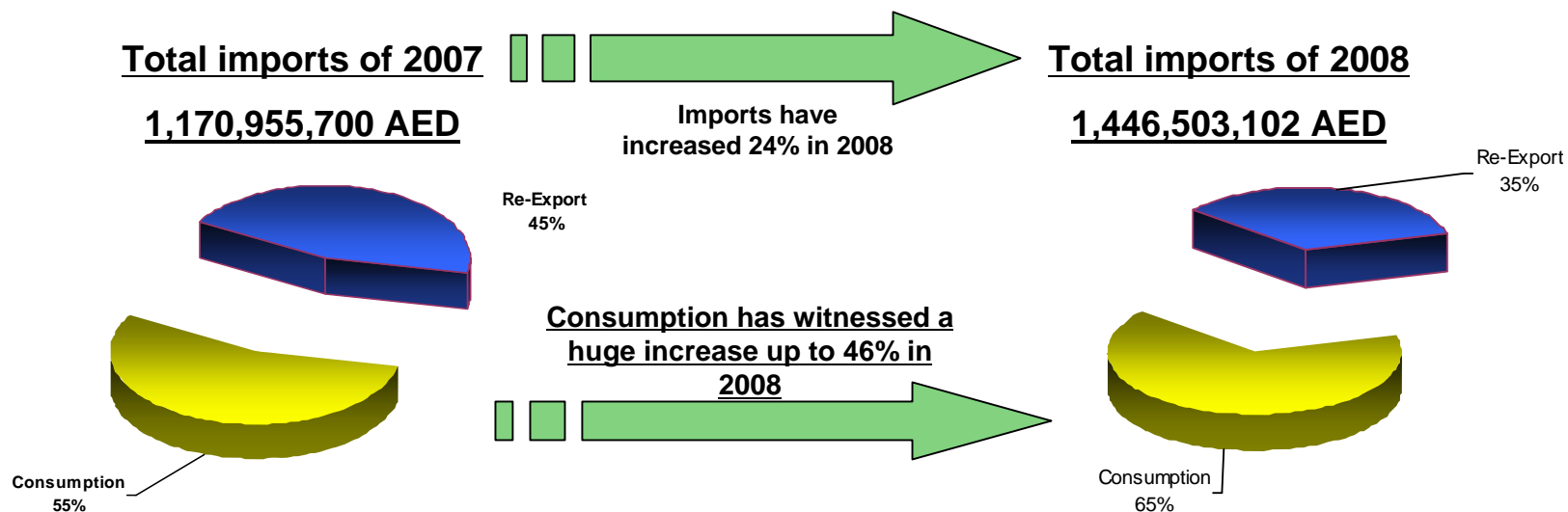
Discipline	UAE - ReExportValue (AED)		
	2007	2008	Trend
Outdoor games	35,943,731	28,541,405	-21%
Fun Games	20,559,775	31,405,217	53%
Gym	20,594,534	25,419,483	23%
Snow Skiing	325,816	8,546,392	2523%
Sports Footwear (excl. snow/ski)	302,997,118	299,842,308	-1%
<b>Total</b>	<b>525,938,982</b>	<b>502,813,693</b>	<b>-4%</b>

Re-exporting sports equipment has more than 30% of the total imported Sportive Equipments.

Major re-exported sports equipment is sports footwear that made up about 59% of the size of this sector in each of the 2 years.

Country	UAE - ReExportValue (AED)		
	2007	2008	Trend
Iraq	120,943,532	81,034,611	-33%
Iran	78,161,334	89,830,953	15%
Tanzania	46,566,484	47,224,820	1%
<b>Italy</b>	<b>1,275,734</b>	<b>539,120</b>	<b>-58%</b>
<b>Total</b>	<b>525,938,982</b>	<b>502,813,693</b>	<b>-4%</b>

# Summary of Consumption of Sportive Equipment



Sports / Fitness Equipments	Consumption		Trend
	2007	2008	
Footwear (excl. for snow/ski)	96,140,734	186,984,283	94%
Track suits	100,451,868	186,928,956	86%
Gym + General Exercise	131,443,326	170,576,022	30%
Equipment for Outdoor games	85,785,800	101,354,887	18%
Fun Games	26,917,161	70,327,767	161%
Golf	37,594,620	46,761,671	24%
<b>Total</b>	<b>645,016,718</b>	<b>943,689,409</b>	<b>46%</b>

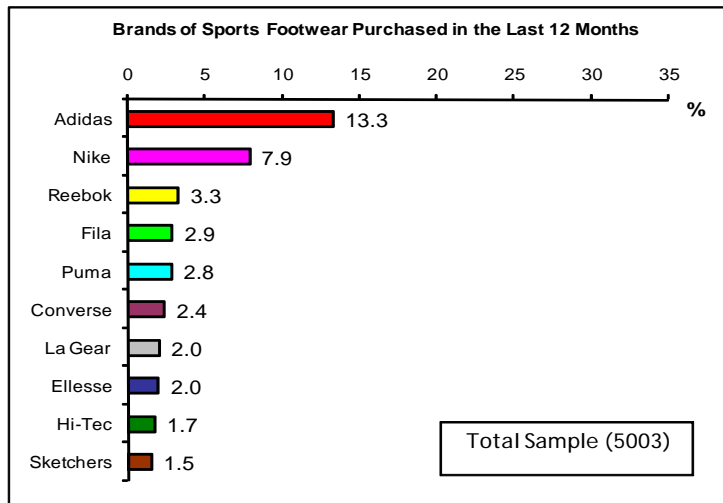
# Extracts from TGI 2008

TGI (The Target Group Index) is a fast-growing, global network of single-source market research surveys, providing consumer purchasing habits, media exposure and preferences, leisure activities, lifestyles and attitudes.

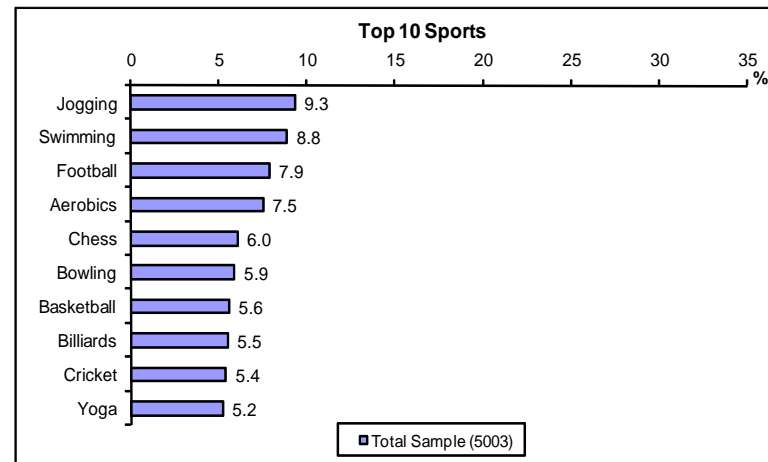
GENDER	ABS	(%)
Males	2,304	46
Females	2,699	54

NATIONALITY		
UAE Nationals	1,189	24
Arab Expatriates	1,410	28
Non Arabs	2,404	48

AGE GROUPS	ABS	(%)
15 – 24 yrs	1,086	22
25 – 34 yrs	1,909	38
35 – 39 years	859	17
40 – 44 years	529	11
45 years & Above	620	12
<b>Total Sample</b>	<b>5,003</b>	<b>100</b>

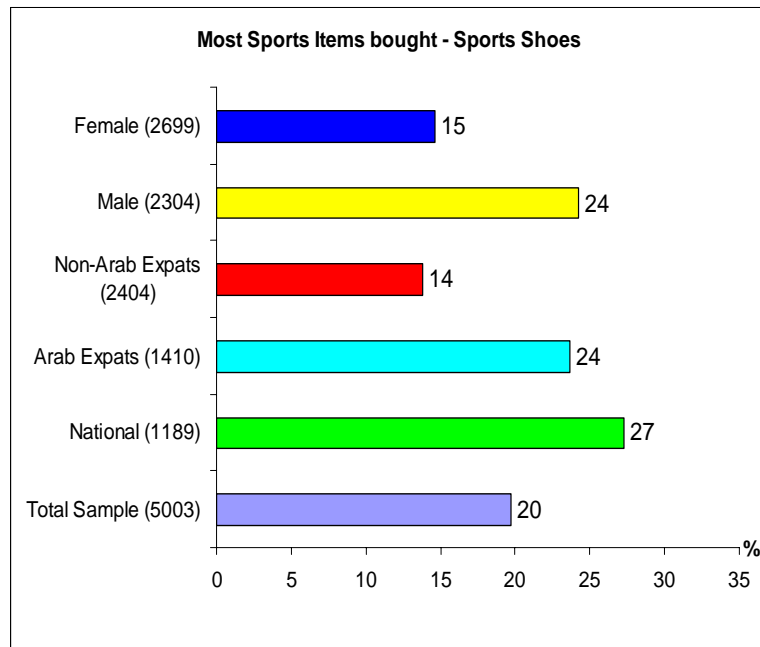


## Top 10 Sports Practiced Regularly in UAE

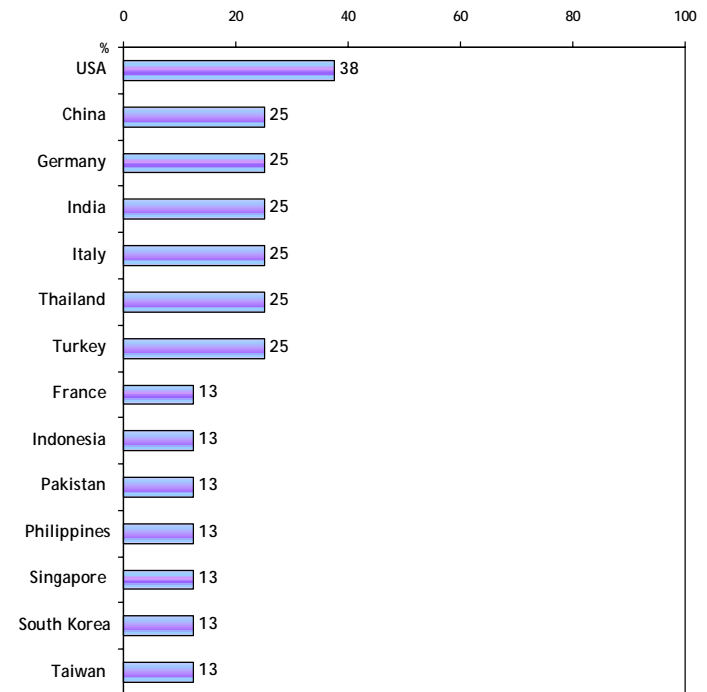


# Extracts from TGI 2008

- Among all demographic groups. Sports shoes are the most dominant sports item bought with 20 % (760,054 buyers) of the total population.
- 77% (2,926,209) of the total population did not buy any sports clothing or equipment.

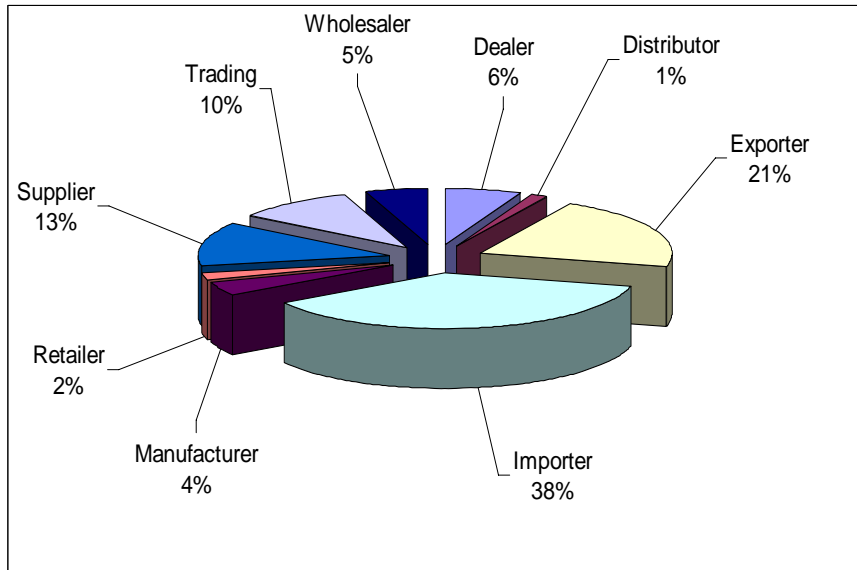


## Country from Where Fitness Equipment are Sourced in 2008



# Distribution Channels

## Distribution Channels

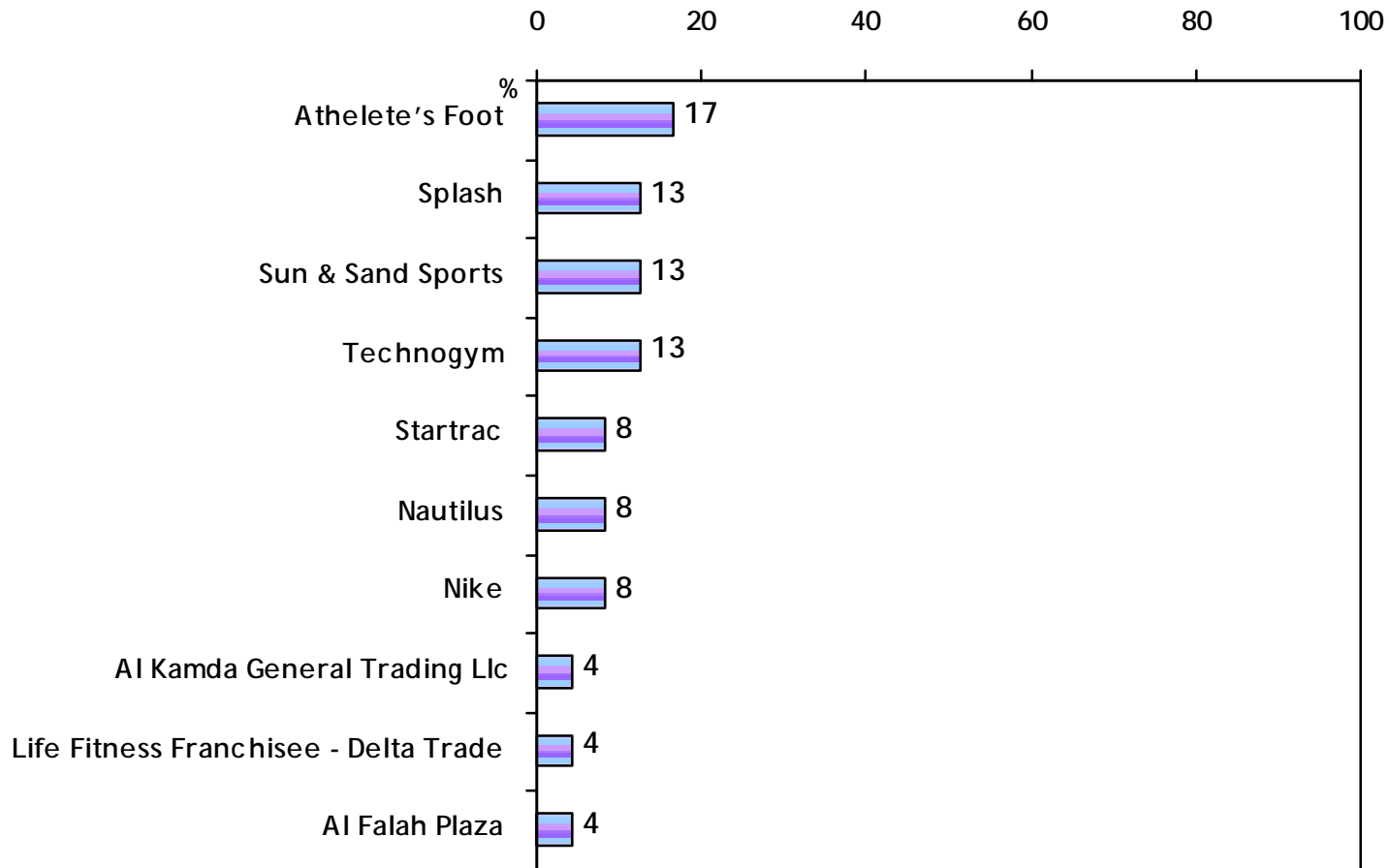


## Distribution Channel Network Used by consumers



# Distribution Channels

## Suppliers Used Most Often by Consumers



# Future of Sports Developments in the UAE

## The Existed Sports Districts

Ski Dubai – Mall of the Emirates, Dubai

Ice Rank – Dubai Mall, Dubai

Dubai Creek Golf and Yacht Club, Dubai

Emirates Airline Dubai Rugby Sevens



## Future of Sports Developments

Dubai Sports City

Dubai Motor City

Dubai's Maydan Horse Racing

Yas Marina - Formula 1 Circuit, Abu Dhabi



# Next Sports Events and Exhibitions

## Events 2009-2010

Formula 1™ Etihad Airways Abu Dhabi Grand Prix	– Oct 2009 -
UAE Desert Challenge	– Oct 2009 -
Dubai Rugby Sevens	– Nov 2009 -
Capitala World Tennis Championship	– Jan 2010 -
Abu Dhabi Golf Championship	– Jan 2010 -
Dubai Marathon	– Jan 2010 -
Dubai Tennis Championships	– Feb 2010 -
Dubai World Cup (horse race)	– Mar 2010 -

## Exhibitions 2009-2010

Abu Dhabi International Hunting and Equestrian	(30Sep - 3Oct 2009)
Shoe & Leather Fair Middle East 2009	(26-28 Oct 2009)
Footwear Expo	(2-4 Nov 2009)
Sportex Middle East Exhibition	(6-8 Dec 2009)
Footie Abu Dhabi 2009	(10-12 Dec 2009)
10 <sup>th</sup> Middle East International Motor Show	(16-20 Dec 2009)

## GRAZIE PER LA VOSTRA ATTENZIONE

ICE EAU	<b>Istituto nazionale per il Commercio Estero</b>
nome esteso in inglese	<b>Italian Trade Commission Trade Promotion Section of the Italian Embassy</b>
indirizzo postale	<b>Arenco Tower, Dubai Internet City, Dubai Office 506#8 PO Box 24113, Dubai - UAE</b>
siti web	<b><a href="http://www.italtrade.com">www.italtrade.com</a> (in inglese) <a href="http://www.ice.gov.it">www.ice.gov.it</a> (in italiano)</b>
direttore	<b>Francesco Alfonsi</b>