

The 2010 SGI EUROPE YEARBOOK

2009 Facts & Figures from



**SPORTING GOODS
INTELLIGENCE**

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FOREWORD

The **SGI EUROPE YEARBOOK** is an annual reference book that gives instant access to everything that we published in the course of the previous year in the European edition of ***SPORTING GOODS INTELLIGENCE***, an international business newsletter that covers sporting goods suppliers, distributors and retailers operating in the European market. We have expanded it to include articles published exclusively or in a more detailed version in ***THE OUTDOOR INDUSTRY COMPASS***, a complementary newsletter on the outdoor sector that we launched in July 2008. The articles from *The Compass* are run here in italics.

The present book covers the facts and figures that we ran in *SGI EUROPE* and *THE COMPASS* in 2009. We have rearranged all the information by companies, product categories, etc. to facilitate the task of retrieving the topics that you want to research in three ways: by using the CONTENTS at the beginning of the book, the headers at the top of each page, or the INDEX at the end. The Index helps you to locate quickly companies, brands and executives mentioned in the book. Where the pages are in bold letters, the reader will find a whole chapter on the company or brand, preceded by names and addresses of top managers.

The information can also be retrieved electronically through the enclosed CD-ROM. You may download its pdf file on your computer for consultation anytime with the “Search” function of Adobe Acrobat. If you want to look for information that we published in previous years, you can consult the **SGI EUROPE ARCHIVES**, also available from us on a CD-ROM.

The Yearbook is structured into the sections and chapters listed in the following pages. Many individual companies, including some major retailers, have their own chapter in the first section, provided we had enough to say about them in 2009. Those belonging to larger groups are covered in the chapter of the group. Retailers affiliated with Intersport or Sport 2000 are to be found in the chapters allocated to these buying groups. Other companies and brands are covered in the subsequent two sections on specific product sectors and other general subjects. The “other vendors” chapter concerns some companies that operate in many different sectors.

The “Market Situation” chapter carries national and international statistics. There is some overlap among action sports, apparel, footwear, outdoor and snow sports, so we suggest using the index to locate a particular firm or person. Action sports include skateboarding, in-line skating and surfing. Snowboarding is also covered in the snow sports chapter.

Some information reported in the two newsletters has been re-edited after we discovered errors or based on subsequent events and disclosures. Our newsletters will keep you updated on further developments. Call us (+ 33 1 4983 8242) for a subscription if you don't have one yet, or send us an e-mail on info@sgieurope.com. You may also be interested in the extensive market research reports that we have published about each European country. Publications and summaries can be consulted on our multi-lingual website, www.sgieurope.com.

An updated version of the 2010 INTERNATIONAL CALENDAR OF SPORTING GOODS FAIRS is posted at the end of the book. The contact names can be used to check if there have been any new changes in schedules, many of which will be duly recorded in SGI EUROPE.

I thank Véronique Timotéo for her strong contribution to the compilation and layout of this book. Copyrights are reserved.

January 2010

Eugenio Di Maria
Publisher

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