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MARKETING RESEARCH OF UKRAINIAN SPORTSWEAR MARKET

Over the years sportswear market is developing really fast. This is due to the fact that fashion trends dictate the rules. The lifestyle in Europe is a sport style, which is a fashionable trend of our time. In Europe sport-style clothing another word daily clothes or street fashion was at the peak of popularity in 2000. Ukrainian market get got this style only last year. Besides, now you can choose sports clothe for all tastes, the variety of sports brands and sportswear design pleases the consumer every day. Wholesalers have to pick the benefits of design refinements companies - manufacturers of sports equipment. The fact that companies manufacturers of sportswear and footwear are diversifying their business and actively introduced to the market everyday clothe. Sports brands have to compete not only with each other but also with brands of sportswear. In addition, many companies that specialize in the manufacture of everyday outfits begin to create a collection of clothes of sports style. For example brands Mango and Benetton.

My research shows that the retail earnings in Ukraine in January-May 2013 amounted to 287.7 billion hryvnas, it is 15.5% more than in January-May 2011, the State Statistics Service. The largest retail trade turnover in five months in 2012 was observed in Kiev (38 billion 289.4 million UAH) and the Donetsk region (28 billion 299.6 million UAH), the lowest - in Sevastopol (3 billion 238.7 million USD) and Chernivtsi region (3 billion 962.5 mln). Annual sales growth of sportswear and footwear on average 10-20%. However, data testifies to the fact that , since 2010, an annual growth of .

The dealers say the main group of potential buyers of tracksuits, T-shirts and sneakers - is visitors sport clubs and classes. This category of customers, is not numerous. According to experts, this group is no more than 5% of the total number of potential consumers. However, it is wealthy bigers which are fans of a healthy lifestyle, to bring the revenues importers significant portion of. It is worth noting that the official representative in Ukraine have Adidas and Reebok. Other manufacturers prefer to present their products through distributors, as the share sales of their brands is relatively small products to on the Ukrainian market. Distributors some brands spread their rights directly to a group of countries. For example, "Sportmaster" has the exclusive right of distribution in the CIS brands Columbia, Colmar, Helly Hansen, Asics; enterprise "Delta Sport" is the exclusive distributor of Nike in Ukraine and CIS countries. Also this, it was found that only 20% of buyers purchase directly sportswear for sport. Significant part of jackets, sneakers, T-shirts are consumers buy for everyday life.

But traders should not completely ignore the classic clothes and shoes. Trendy things tend to hit the spot limited audience of buyers, besides they are 10-15% more expensive than traditional sports equipment. A true way not to "get" to the goods – is to a third form a third accordance to the fashion trends.

In addition, it is desirable to expand the range of specialized clothing and footwear, for tennis and gym. Today, importers are seeing an increase in demand for such equipment. Also the multipurpose jacket "3 in 1" are very popular among Ukrainian buyers (upper, lining and sleeves can be detached and wear as a single item). Increase the Growth for fleece (soft cloth) shirts.