

Case Study

Investment Assessment of the Global Athletic Footwear Industry



About the Client

- The client is a leading private equity player, with a diverse portfolio of investments across sectors globally, including financial services, healthcare and manufacturing

Business Objective

- To understand the overall potential of the global athletic footwear industry
- Identify and evaluate potential investment targets

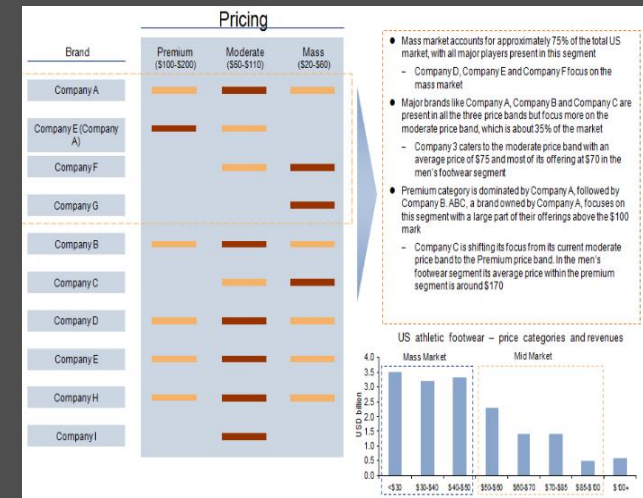
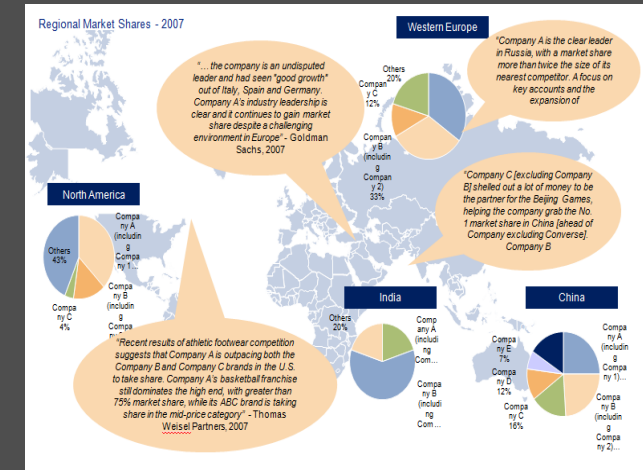
Results & Value Add

- Data was collated from several sources to provide an in-depth analysis of the industry, along with brief profiles of key players
- The industry overview and analysis helped the client in forming its investment perspective on the global athletic footwear industry

Research Methodology and Approach

- An in-depth secondary research was conducted for this assignment
- The main study priorities were outlined, which included industry overview, competitive landscape, industry analysis using various analytical frameworks, key trends and future outlook of the main players, etc.
- Various data points such as market size, industry consolidation, financial performance of key players, industry dynamics, global turmoil, outsourcing deals, analyst recommendations, stock performance, and future outlook of the key players were identified
- Key sources for secondary research were key market players' publications and analyst reports
- Data was collated to prepare a detailed presentation on the global athletic footwear market and potential investment targets

Screenshots





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