



Sportswear Market in India And Factors to Consider When Starting a New Sportswear Brand

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Abstract: This study aims to investigate the changes in the Indian sportswear market over the years and also the factors start-ups need to consider while starting a new sportswear brand. The responses to a closed-ended questionnaire about sportswear suggested that people prefer the quality and price of the product over the brand of the product. Additionally, almost half of the individuals are wanting to purchase the sportswear from the online stores. Indian sportswear market has demonstrated a fast development after the year 2015 and it is estimated that it will not be eased back down. Hence start-ups and new sportswear brands have tremendous scope in the Indian sportswear market.

Keywords: Sportswear, Indian Sportswear market, Indian brand

1. INTRODUCTION:

The Indian attire market has crossed five trillion Indian rupees in the monetary year 2018. The sportswear industry in India has solely contributed 540 billion Indian rupees of the totals. Previously men's wear had the greatest portion of Indian sportswear. However, this has changed in the ongoing years because of the rise in salary, changing the way of life, and the spotlight on wellbeing and health. Not only men's wear but ladies' and children's sections are adding to the Indian sportswear industry. Since 2015, the Indian sportswear market has seen significant development consistently. This development has not eased back down and it is estimated that it will be 11.3 percent CAGR for the 2020-2025 period. The sportswear market in India has generally been commanded by international brands, such as Reebok, Adidas, Nike, and Puma. The new age of purchasers needs to connect themselves with new participants if these brands sound good to the purchasing conduct of new-age customers. New Indian sportswear brands have an edge over other international brands because of the price section. These brands can provide good quality in India and offering items at truly moderate costs. Hence there is an opportunity for entrepreneurs and new sportswear brands to make a name and history in the Indian sportswear market. This research paper focuses on the sportswear market in India and factors which a new Indian brand should consider while starting a new sportswear brand.

2. LITERATURE REVIEW:

In 2012 Ankur Budhiraja in his research paper titled "A Study on "Consumer Perception in Context with Indian Sports. Celebrities as Brand Endorsers"." explains how Bollywood celebrities and athletes are given importance to endorse a brand or product. This paper has attempted to reveal the view of customers about an Indian sports star and other Indian celebrities.

In the next research paper published in May 2013 titled "Consumer purchase behavior of sports compression garments A study of Generation Y and Baby Boomer cohorts" the researchers have focused on the buying behavior of different generations and the attributes, they consider while buying sportswear.

Dr. Devanand Uttam, (Professor, Punjab Technical University, Bathinda) in 2013 has explained in his research paper titled "Active Sportswear Fabrics" that people are focusing more on sports-related activities to stay fit. To design and make sportswear durable as per the requirement of customers, different activities are performed by the textile industry. Hence the growth of this sportswear sector has given opportunities to the sportswear textile industry in India.

In the paper published on IJCRR by authors P. Sakthi, K. Sangeetha, M. Bhuvaneshwari in 2017, gives information about the development of double layer knitted fabric for sportswear. The paper also focuses on different processes by which the sportswear is developed to make it more durable and comfortable.

The literature review helps us understand the origin of sportswear apparel as well as the growth of international brands in India. Global Industry Analysts Inc. predicted the global market share of sports and fitness clothing to be around the US \$231.7 billion by 2024.

Indian sportswear market comprises a larger share of men's wear followed by the women's wear and then the kid's wear. It has been stated that due to the changing traditions and participation of women in sports such as marathons, badminton, cricket, and other fitness activities, the women's sportswear sector is the fastest-growing segment among all the sportswear. India has always been dominated by international brands. Here, the 'Big Four' - Adidas, Puma, Nike, and Reebok had entered the Indian market in the 90s and still have captured the major share of the market through online and offline stores.

In the recent past, considering the enthusiasm of the consumers towards sports apparel, many growth drivers and modern lifestyle such as cycling, hiking, bike riding, traveling, etc. has led the foreign and the Indian brands to absorb the market. One of the factors that allow Indian brands to have an edge over international brands is the price factor. But if a person wants to have a premium quality, he prefers the foreign brand. That is why, to promote the Indian sports brand, many celebrities such as Hrithik Roshan, Jacqueline Fernandez have started their sportswear brand and to provide premium quality products to the Indian customers with a rate lower than those of the international brands. "The domestic brands would take this advantage as local manufacturing is becoming more updated," says Sandip Mukim.

Indians are passionate about investing in businesses even though it may be a small or a big one. Businesses involve huge risks especially when there are powerful competitors in the market but if the goals are clear and you are thorough with the plan, it is worth taking the risk.

Having a business plan is the most important thing which lets you work systematically. The idea should be able to answer the 5 questions "Who, What, Where, Why and How". After having all these questions cleared the next step is to examine the market situation and scanning the competitors. This will help a person understand how big the risk he is taking. The factors involved before starting a new sportswear brand are Ideas, Funds required, Design of the sportswear, Marketing, branding, prototype and production, sales, etc.

3. RESEARCH METHODOLOGY:

Both primary and secondary data was collected to get information. The main source for the collection of primary data were the questionnaires. Primary data was collected from 88 Respondents from different cities in India. The sampling method used in the study was random sampling. For breaking down the information and giving the real factors of the examination results reasonable measurable methods were utilized. The exploratory research methods were used to find the data related to the sportswear market in India available on various sources. And descriptive research method is used to know the exact preferences of the consumers which purchasing sportswear.

4. DISCUSSION:

4.1 Sportswear market in India:

The normal, current Indian consumer's way of life is experiencing a huge transformation. Rising livelihoods and optional consumption in urban India have permitted individuals to concentrate progressively on well-being and health, just as rising awareness of lifestyle diseases. Contemporary patterns like going on bicycle rides, climbing, voyaging, and enjoying recreational exercises have been instrumental in driving the development of open-air, sportswear clothing. The more youthful populace is likewise very technically knowledgeable and invests a ton of their energy in internet-based life where they become more acquainted with style/inclines as well as settle on a buy choice. In the early days, the sportswear market has immensely relied upon men's wear. However, because of the developing familiarity with ladies for singular games classification like running, long-distance race, and different wellness exercises, ladies' wear has likewise contributed as one of the quickest developing segments in the sportswear business in India now. The child's segment is exceptionally impacted by group activities – and the portion is developing quickly alongside the increasing popularity of cricket, football. The responses obtained from the survey forms demonstrated that individuals use sportswear broadly for exercise, work out, running, sports, and so forth.

Revenue in the Apparel market in India adds up to US\$ 133,474m in 2020. India's apparel market is expected to develop at almost 11 percent to reach USD 85 billion by 2021, as indicated by the India Business of Fashion Report. One of the significant contributors to the growth of the apparel industry in India is the sportswear market. As archived by Euromonitor research, the sportswear market in India has developed from Rs. 24,000 crores in 2014 to Rs. 37,000 crores in 2016 at more than 50 percent over the past two years. The same study has shown a 23.7 percent CAGR for the 2011-16 period with a forecast of 11.3 percent for the 2016-2021 period.

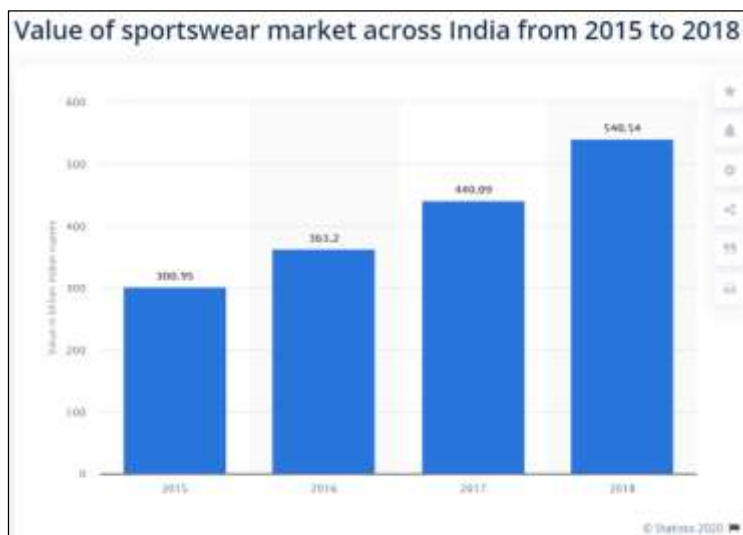


Fig:1

Much after the control by the global brands, Indian sportswear brands have an advantage in the sportswear market. They have an edge over them with the value portion in which they work and the capacity to embrace changes. Indian brands are making enormous interest because of their ability to assemble perfect quality in India and offering items at truly reasonable costs. E-commerce has particularly been instrumental in helping brands reach to littler urban communities and towns where they are not genuinely present of yet. E-trade is a channel that is going to remain and continue turning out to be more grounded because of its huge reach and the immense Indian populace. The coolest and most recent innovation is brought to Indian crowds, giving them a sample of the kind of development and experience the brand brings to the table.

Several Bollywood actors and athletes have been roped in by international brands. Virat Kohli is the brand ambassador of Puma, Reebok ropes in Varun Dhawan as the brand ambassador, Adidas India has roped in Manushi Chhillar as its brand ambassador, etc. Some Bollywood celebrities have launched their sportswear brand. Bollywood actor Hrithik Roshan launched a new sportswear brand HRX, Jacqueline Fernandez launched a new activewear brand alongside Mojostar, Yuvraj Singh launched a new brand YWC, etc. The new age of consumers needs to connect themselves with these brands if these new contestants sound good to the purchasing conduct of new-age shoppers. Also, this changing trend has opened up new trade opportunities for entrepreneurs and investors looking at the Indian market. Hence there is an opportunity for new Indian brands to make most of it.

4.2 Various factors which needs to be considered while starting a new sportswear brand:

Need for a new brand: Several international sportswear brands are operating in India. These international brands dominate the sportswear market in India. However, the response received from the closed-ended questionnaire suggested that people prefer the quality and price of the sportswear over the brand of sportswear.

People in India these days constrained to add on new wellbeing and health system to keep up a fit living in their tumultuous way of life. This new way of life change in the wellness fragment has profited the sportswear business for a huge scope in India. For staying fit they wish to have good quality sportswear for an affordable rate. People wish to have a new brand whose product and services should match their expectations. These expectations have opened up space for new work adventures directly from building the brand and fundamental structure to an enterprising arrangement, propelling innovations, and services in India.

Ideas and Innovation: Rather than using the traditional methods to make the product, there should always be an innovative way to make the product which should be according to the need of the consumer. The test that most brands today face is having the option to give quality items reliably at contending value focuses and remaining consistent with their inception. People in India wish to have sportswear that can perform a high function, give comfort, lightweight, fast-drying, etc. To design and make sportswear durable as per the requirement of customers, different activities are performed by the sports textile industry.

Regarding the ideas, it is based upon the designs, the person has an opinion for, and that could be sold in the market. Or it could be an improved concept of apparel that a person wants to bring into the market.

Initial funds to start the business:

Many new companies' organizations and start-ups fail in a very short period because of the absence of assets. Before starting a sportswear company, a person has to take care of the expenses that are going to occur such as designing, branding, sales, production, shipping, etc. A person can either find loans from the banks especially available for start-up companies or he can find an investor to invest in his business.

A solid team: Regardless of whether you have an extraordinary vision for the eventual fate of the association, you ought to have a capable bundle of individuals to get it going. Make a point to liaise yourself with talented and driven individuals that can get you out where you miss the mark. And assign the responsibility to each individual according to their strengths.

Unique Designs: When the person has a vision about the sportswear brand, he should start designing it. An individual should have a solid structure supposition and designs that he/she needs to show the world. It will be an ideal situation if you can interface your plan to a customer need. Also, this will require a team of designers that will bring out the best designs for the products to have a point of parity and point of differentiation.

Branding: The young population of India is very technically knowledgeable and invests a great deal of their energy in web-based life where they get information about the latest trends and fashion. The use of smartphones has provided them various options for the product they are looking for. The product identity defines your brand and therefore it is important how you brand your products. Today, many digital platforms such as websites, Facebook, Instagram, YouTube, etc. are available to promote your products.

Prototype and Production: A product will go in vain if it does not suit the requirements of the customers. Therefore, every company first releases some prototypes to understand the sizes, quality, proper fitting, color shades, etc. If all the factors match properly, only then the company processes it further for mass production.

Shipping and Sales: If the company has already had bookings from various sources then it can ship to different places. But if it is just a new company then it can start selling on different online platforms. Tie-ups with shipping companies will help the transportation of goods at a faster and an easier rate. The responses to a closed-ended questionnaire suggest that 43.7% of people prefer to buy sportswear online. Indian brands like HRX, Sklut, Campus Sutra, etc are available on the different E-commerce websites and doing exceptionally well. Various offers, discounts, a variety of products available, etc are the reasons why people are preferring to order sportswear online.

So, these are the basic factors that need to be considered before starting a sportswear brand.

5. FINDINGS:

- In the response received from the closed-ended questionnaire, people are switching to buy sportswear online. You can see from the pie chart (Fig: 2) below that 43.7% of people prefer to buy sportswear online. The situation is again going to change in a not so distant future and it is anticipated that more individuals will change to online stores. This is the motivation behind why enormous Indian brands like HRX, Campus Sutra, Skult have online nearness and doing extraordinarily well.
- Below Fig: 3 and Fig:4 suggests that people prefer quality and price over the brand of the sportswear. In Pie Chart Fig: 3, we can see that more than 60.9% of individuals prefer the quality of the product as the main attribute. Secondly, the price of sportswear is important for 18.4% of individuals. Whereas the brand of sportswear is preferred to buy 12.6% of people.
- Fig: 4 give information about the price range in which the people wish to have the sportswear. It suggests that 53.4% of individuals wish to have a sportswear pair within Rs. 1500. Whereas 42% of individuals are ready to pay more than Rs. 1500. This indicates that people wish to have a good quality of sportswear at a reasonable rate.
- Indian start-ups having vertically integrated manufacturing facilities can adjust and modify to client inclination all the more effectively and will consistently have their own space.
- The internet and international trends have allowed the purchaser to update with the most recent in sportswear innovation. New businesses have an opportunity to use new technology to create products which will as per the expectation of consumers and should be liked by them. The key is providing a great item with bleeding-edge innovation while keeping the cost affordable.

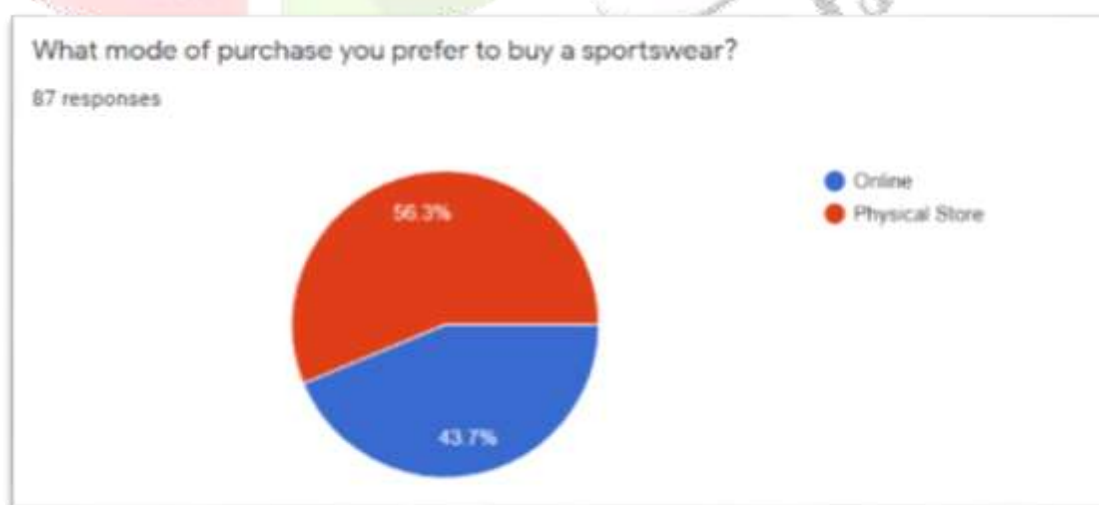


Fig: 2

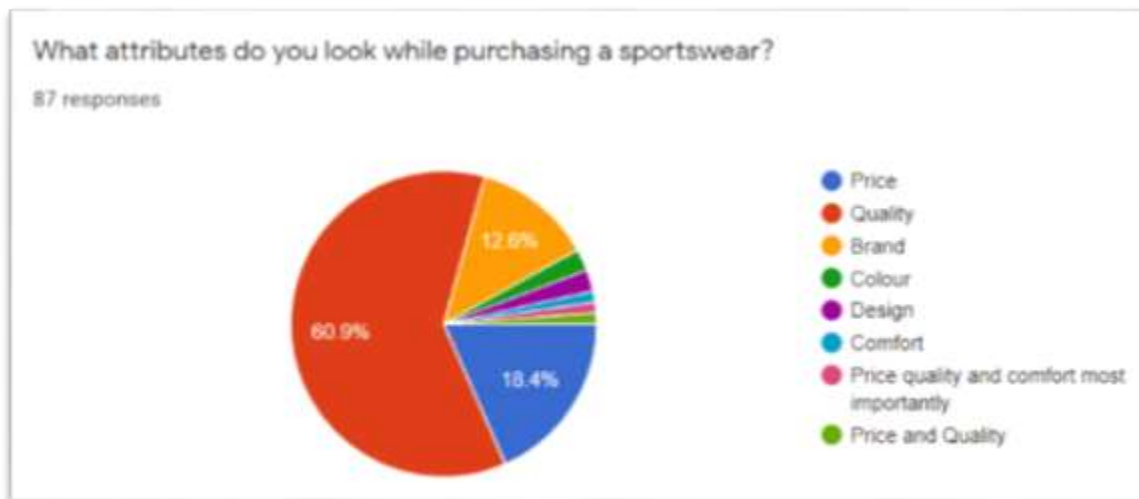


Fig: 3

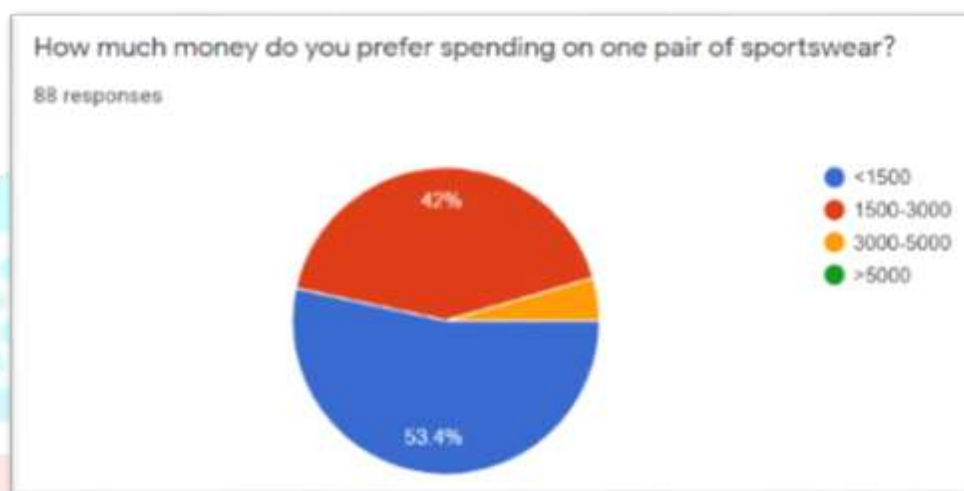


Fig: 4

6. CONCLUSION:

The sportswear market is anticipated to become exponentially throughout the coming years. Domestic brands should concentrate more on the progression of the sportswear with the best quality and reasonable cost. The Indian brands need to work more diligently on their advanced systems and computerized nearness to keep up continued degrees of brand acknowledgment.

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