

FEATURES SPORTING GOODS MARKET IN DNEPROPETROVSK

Real Sporting Goods fully confirms the general trends of the Ukrainian market. The volume of sales of sports goods for the years 2012-2013 in Dnepropetrovsk was 585 million. USD. Including in 2012 sales volume totaled 125 million. UAH, 2013 - 200 000 000. UAH, and in 2014 - already 260 million. USD. [1]. That is, as can be seen by annual sales in sporting goods. Dnepropetrovsk grow more than 23%.

The main factors contributing to such a rapid pace of growth is to increase the popularity of sport, leisure and healthy lifestyles among the general population.

The structure of the major players in the market of Dnepropetrovsk consists of:

- sporting stores that are located in shopping centers;
- sporting supermarkets;
- specialized shops;
- organized and natural markets.

Among all sellers of sports goods consistently operates 18 large stores that compete with each other. The most famous of them: Gint, Extreme-style, Velox, Vasil, BikeShop, X-brothers, Velik and Rolik, Shambhala, Boomerang. Its great store sales of about 8.12 million. UAN in year.

The market tends sporting goods on shipping service buyers: ten stores in Dnepropetrovsk with his studio and can provide the buyer with the repair and other services.

In the market of sports goods. Dnepropetrovsk presents the following main product groups:

- bicycle and bicycle accessories;
- the ski and ski accessories;
- ski, snowboard and bike clothes;
- snowboards and snowboard equipment;
- roller skates;
- ice skates;
- travel equipment;
- travel shoes.

Studying range of sports goods market has proven that about 90% of sports goods while imported to Ukraine from abroad. Among a number of brands available in Dnepropetrovsk, the most popular brands are countries like America, 35%, Germany 20%, Italy 17%, France 15%, 8%, Slovakia, Canada, 5%

Coefficient of monopolization of the market is 56%, that is not a monopoly. Evaluation of the saturation of the market has shown that it is a medium saturated; the saturation level is 34.2%.

Conclusion. Market sporting goods in Dnepropetrovsk is developing rapidly and sales volumes are rising every year. No-monopolistic market is favorable to competition and attractive for development.