**Martial arts clothing & equipment**

Market overview

* UK market worth £3,000,000 annually
* With roughly 103,000 regular participants, this is a downwards trend from 153,000 participants 15 years ago.
* The market has been dominated by Blitz and Adidas since the mid-1990s, with several other smaller businesses focusing on specific disciplines, e.g. Venom for MMA
* Many of the smaller players focus only on online sales, many trading via Amazon and ebay as well as their own online stores.

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| Brand | Strengths | Weaknesses | USP |
|  | Wide range of clothing and equipment  Family friendly | Unknown outside of martial arts circles  High price but not seen as high end as they offer lower quality items | Go to brand for all things martial arts, offering a broader range than the competition |
|  | Strong brand name  Worn by many Olympians  Not limited to martial arts  High quality | High prices  Focused mostly on Adults  Limited range  No famous for martial arts equipment | World renowned for its sports equipment, clothing, and accessories. Brand recognition in sport and beyond. |

Analysis of market

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| Opportunities | Threats |
| Growing popularity of MMA in UK and return of interest in boxing thanks to recent success of UK fighters  No one brand dominant for specific martials arts | Shrinking market  Two big players already dominant  High levels of competition in online market |

Evaluation

The market is ready for a business using a multi brand portfolio, similar to that of Coca-Cola with Sprite, Fanta, Relentless, etc.

The umbrella business will produce, promote and supply products branded for the given martial art taking advantage of production economies of scale.