



The Sports Goods Export Promotion Country Report



UNITED STATES OF AMERICA

October 2021

ABOUT THE COUNTRY



Capital: Washington, D.C.
Population :331 million
Official Language: English
Currency - USD
1 USD= 74.29 INR (as on 30.09.2021)

United States, officially **United States of America**, abbreviated **U.S.** or **U.S.A.**, byname **America**, country in North America, a federal republic of 50 states. Besides the 48 conterminous states that occupy the middle latitudes of the continent, the United States includes the state of Alaska, at the north western extreme of North America, and the island state of Hawaii, in the mid-Pacific Ocean.

The conterminous states are bounded on the north by Canada, on the east by the Atlantic Ocean, on the south by the Gulf of Mexico and Mexico, and on the west by the Pacific Ocean. The United States is the fourth largest country in the world in area after Russia, Canada, and China. The national capital of the USA is Washington, which is coextensive with the District of Columbia.

The major strength of the United States is its great variety. Its physical environment ranges from the Arctic to the subtropical, from the moist rain forest to the arid desert, from the rugged mountain peak to the flat prairie. Although the total population of the United States is large by world standards, its overall population density is relatively low. The country embraces some of the world's largest urban concentrations as well as some of the most extensive areas that are almost devoid of habitation.

The USA is **the world's largest economy by nominal GDP and net wealth** and the second largest by purchasing power parity (PPP). The nation's economy is fuelled by abundant natural resources, a well-developed infrastructure, and high productivity.

A leading position in many cutting-edge technological fields, deep capital markets, **a flexible labor market and strong rule of law** are all factors which make the United States one of the richest countries in the world in GDP per capita terms.

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SPORTS PLAYED IN USA

Sports play an important role in American society. They enjoy tremendous popularity but more important they are vehicles for transmitting such values as justice, fair play, and teamwork. Sports have contributed to racial and social integration and over history have been a "social glue" bonding the country together.

As per the recent study the top ten sports played in America are American Football, Baseball, Basketball, Ice Hockey, Soccer, Tennis, Golf, Wrestling, Motor Sports and Badminton. The popular brands of these sports are:

Popular Brands for American Football

Wilson 2020 NFL "The Duke" Official Football, Wilson NFL Super Grip Football, Rawlings NFL Game Time Football, Nike Vapor 24/7 Official Football, Pass back Sports Training Football, Wilson GST Leather Game Football Series, Franklin Sports Junior Size Football.

Popular Brands for Baseball

Marucci, Victus, Louisville Slugger, Old Hickory, Sam Bat, Chandler, Rawlings.

Popular Brands for Basket Balls are Nike, Adidas, Puma, Under Armour, New Balance, Lululemon Athletica, Columbia Sportswear, Asics.

Popular brand in Ice Hockey are Bauer, CCM, Warrior, Easton

Popular Soccer Shoe Brand are Adidas Copa Soccer Cleats, Nike Mercurial Soccer Cleats, adidas Predator Soccer Cleats, PUMA Soccer Cleats, New Balance Furon Soccer Cleats.

Popular Brand in Tennis Racquets are Wilson, Babolat, Head.

Popular Brand in Golf are Callaway, Taylor Made, Titleist, Ping, Nike Golf, Cleveland, Mizuno, Cobra

Popular brands in Badmintons are Yonex, Victor, Ashaway, Wilson, Li Ning, FZ Forza Yonex, Victor, Ashaway, Wilson, Li Ning, FZ Forza

Popular stores for Sporting goods in USA

Dick's Sporting Goods, Inc. is an American sporting goods retail company, based in Coraopolis, Pennsylvania. The company was established by Richard "Dick" Stack in 1948, and has approximately 854 stores and 50,100 employees in USA. Dick's is America's largest sporting goods retailer, and it is listed on the Fortune 500

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Walmart with its employees nearly 1.6 million people in the U.S. has more than 5,000 stores and clubs nationwide. No matter where you are in the United States, there's a very good chance that there's a Walmart in your neck of the woods. The mega-retailer is the go-to shopping destination for millions of Americans, with 4,756 stores across all 50 states as of January 2020. It is a hub of Fitness indoor products, Fitness outdoor products, Bikes, Sporting goods & Exercise equipment.

Academy Sports + Outdoors operates 259 stores in 16 states with more than 20,000 team members throughout the South, Southeast and Midwest. Privately owned by the Gochman family, Academy Sports & Outdoors operates the fourth largest chain of retail sporting goods "megastore" outlets in the United States. The store has outdoors fitness products, Health + fitness, Sporting goods, Bikes, Sports clothing and Sports shoes and boots.

Bass Pro Shops has nearly 200 retail stores and marine centers across North America and Outfitters. Bass Pro Shops has a collection of Sporting Goods Products, Hunting, Fishing and Outdoor merchandise

Nike deals in Athletic footwear & apparel, Athletic & recreational products, and Sports equipment. It has 212 outlets in USA

Popular Toys in USA are Outdoor & Sports Toys, Dolls, Infant/Toddler/Preschool Toys, Games/Puzzles, Building Sets, Action Figures & Accessories, Explorative & Other Toys, Arts & Crafts, Vehicles, Youth Electronics.

Popular Toys store in USA

U.S. FAO Schwarz is an American toy brand and store. The company is known for its high-end toys, life-sized stuffed animals, interactive experiences, brand integrations, and games.

American Girl Place is the name used for physical retail locations for American Girl products. Originally, American Girl Place was the name for the three largest American Girl stores in Chicago, New York and Los Angeles. Stores are generally referred to by location, generally the largest major city in the area. Each store has well-decorated displays of dolls, outfits, accessories and items and purchases can be made directly.

The Lego Store In 1992 opened in the Mall of America in Bloomington, Minnesota, one of its premier attractions was the Lego Imagination Center (LIC). An imagination center is a large Lego store with displays of Lego sculptures and a play area with bins of bricks to build with. The store inventory includes a large selection of Lego sets for sale, including sets which are advertised in Lego catalogues as "Not Available in Any Store".

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A second imagination center opened at the Disney Springs (formerly Downtown Disney) at Walt Disney World Resort in Orlando, Florida. Now Lego has 91 stores in USA.

Toys R Us is the leading kids store for all toys, video games, dolls, action figures, learning games, building blocks and more. C'mon, Let's Play! with the splendid goodness that is toys. There is also a play area; you know kids, they just “want to have fun.” The company had been in the toy business for more than 65 years and operated around 800 stores in the United States

The US India Trade Relationship

The U.S.-India partnership is founded on a shared commitment to freedom, democratic principles, equal treatment of all citizens, human rights, and the rule of law. The United States and India have shared interests in promoting global security, stability, and economic prosperity through trade, investment, and connectivity. The United States supports India's emergence as a leading global power and vital partner in efforts to ensure that the Indo-Pacific is a region of peace, stability, and growing prosperity.

Economic Relations

The United States seeks an expanded trade relationship with India that is reciprocal and fair. In 2019-20 India's export to USA was USD 53,088 Million and Import recorded USD 35,819 Million. In the year 2020-21 India's export to USA was USD 51,623 Million and Import was USD 28,888 Million.

International Cooperation

India and the United States cooperate closely at multilateral organizations, including the United Nations, G-20, Association of Southeast Asian Nations (ASEAN) Regional Forum, International Monetary Fund, World Bank, and World Trade Organization. The United States welcomes India joining the UN Security Council in 2021 for a two-year term and supports a reformed UN Security Council that includes India as a permanent member. India is an ASEAN dialogue partner, an Organization for Economic Cooperation and Development partner, and an observer to the Organization of American States. India is also a member of the Indian Ocean Rim Association (IORA), at which the United States is a dialogue partner. In 2019, the United States joined India's Coalition for Disaster Resilient Infrastructure to expand cooperation on sustainable infrastructure in the Indo-Pacific region.

Import of Toys and Sports Goods (9503, 9504, 9505, 9506, 9507 & 9508) by United States of America from world and India's position is shown in below tables.

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9503 wheeled toys; dolls; puzzles of all kinds Import (Value in USD Million)

Sr. No.	Exporters	Import- ed value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	World	14,596	14,969	14,758	15,387	14,361
1	China	12,629	12,875	12,534	12,989	11,711
2	Viet Nam	339	475	527	738	850
3	Mexico	562	546	621	513	531
4	Indonesia	192	208	217	275	299
5	Taipei, Chinese	158	158	170	143	189
6	Thailand	79	73	77	108	112
7	India	37	52	54	61	70
8	Malaysia	59	53	64	79	67
9	UK	27	37	48	51	62
10	Japan	40	40	48	63	57

9504 Video game consoles, table or parlour games, bowling alley equip (Value in USD Million)

Sr. No.	Exporters	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	World	5,511	6,754	7,856	6,083	8,225
1	China	4,714	5,883	6,872	4,841	6,379
2	Viet Nam	8	11	27	316	946
3	Japan	75	88	116	151	242
4	Mexico	219	249	214	169	116
5	Malaysia	5	5	12	21	76
6	Korea, Republic of	122	129	193	153	73
7	Taipei, Chinese	73	71	50	53	66
8	Germany	21	24	24	30	32
9	Philippines	16	22	44	47	29
10	United Kingdom	26	28	35	32	29
11	India	10	9	11	19	26

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9505 Festival, carnival or other entertainment articles (Value in USD Million)

Sr. No.	Exporters	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	World	3,285	3,498	3,825	4,222	3,985
1	China	3,028	3,229	3,548	3,903	3,660
2	Cambodia	3	4	8	14	57
3	India	36	47	50	61	49
4	Mexico	31	33	34	37	37
5	Viet Nam	9	8	11	14	31
6	Thailand	20	18	21	20	20
7	Philippines	18	17	17	18	17
8	Canada	17	18	14	19	14
9	Taipei, Chinese	20	17	19	21	14
10	Poland	15	18	18	18	14

9506 All kinds of sports equipment (Value in USD Million)

Sr. No.	Exporters	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	World	6,054	6,454	6,782	7,193	8,731
1	China	4,033	4,217	4,388	4,476	5,521
2	Taipei, Chinese	712	777	853	1,069	1,496
3	Viet Nam	141	148	170	247	387
4	Canada	179	172	170	192	202
5	Mexico	165	223	216	204	169
6	Thailand	195	180	180	169	152
7	Israel	33	54	59	69	95
8	Italy	58	68	83	82	65
9	Korea, Republic of	34	44	38	41	55
10	Austria	38	45	49	58	50
18	India	21	23	25	25	23

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9507 Fishing rods, fishhooks etc, hunting or shooting requisites (Value in USD Million)

Sr. No.	Exporters	Import- ed value in 2016	Import- ed value in 2017	Import- ed value in 2018	Import- ed value in 2019	Import- ed value in 2020
1	World	731	738	811	810	858
2	China	489	485	544	533	554
3	Japan	47	47	49	56	60
4	Korea, Republic of	40	41	44	35	39
5	Malaysia	32	33	30	40	37
6	Mexico	11	11	12	15	24
7	Estonia	17	16	19	16	20
8	Viet Nam	9	10	12	14	18
9	Taipei, Chinese	9	10	11	13	15
10	Canada	9	11	13	12	14
27	India	0.80	0.47	0.63	0.86	0.74

9508 Roundabouts, swings, shooting galleries and other fairground amusements (Value in USD Million)

Sr. No.	Exporters	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	World	279.08	292.57	377.67	421.19	212.48
1	Canada	46.71	65.84	56.22	69.98	37.74
2	Netherlands	25.58	17.37	33.04	69.81	30.92
3	Germany	36.94	74.07	84.39	61.17	30.55
4	Italy	38.41	46.86	41.51	52.28	29.24
5	China	32.63	34.41	39.49	39.79	21.10
6	Switzerland	20.15	6.73	12.21	21.66	12.43
7	Taipei, Chinese	0.80	0.92	3.95	8.00	5.78
8	United Kingdom	17.81	8.20	12.62	12.02	3.74
9	Bulgaria	0.05	0.92	7.97	5.31	3.69
10	Belgium	2.01	2.84	6.26	1.35	3.55
30	India	0.84	0.39	1.15	0.05	0.62

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India also has consulates-general in Atlanta, Chicago, Houston, New York City and San Francisco which are all associated with the Indian Embassy.

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