

FFB | Sportswear Market | Brazil

By Fernanda Carvalho



FFB | About Brazil



FFB | Social Numbers | Brazil

➤ 201.032.741 habitants at 01/07/2013

➤ 228,4 million habitants at 2042

➤ SP - 43,6 million

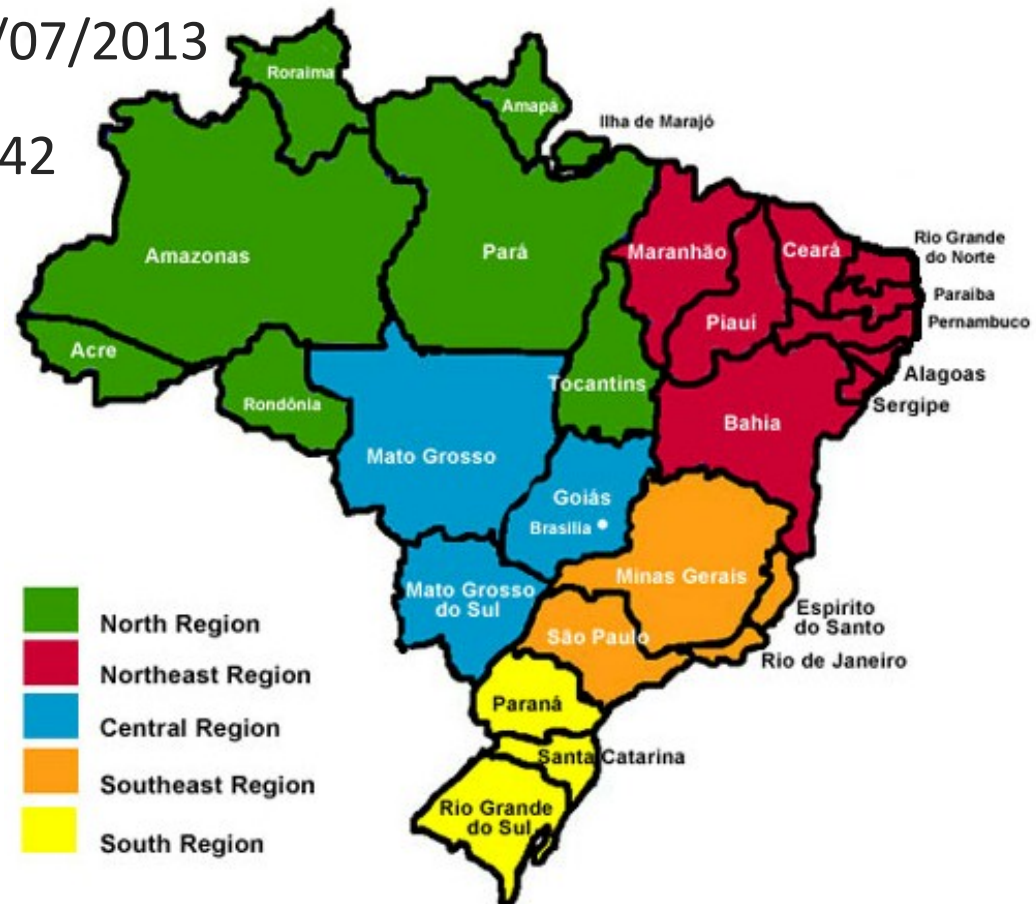
➤ MG - 20,5 million

➤ RJ - 16,3 millions

➤ BA - 15 millions

➤ Weather - 18 to 35 Celsius

Font: IBGE (2013)

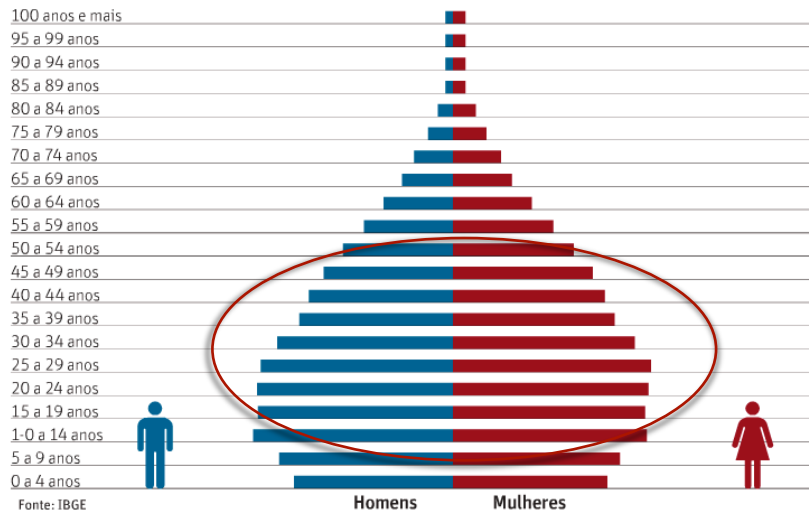


FFB | Social Numbers | Brazil

ENVELHECIMENTO DA POPULAÇÃO BRASILEIRA

Em no máximo 40 anos, a pirâmide etária brasileira será semelhante à da França hoje

PIRÂMIDE ETÁRIA BRASIL 2010



POR GÊNERO

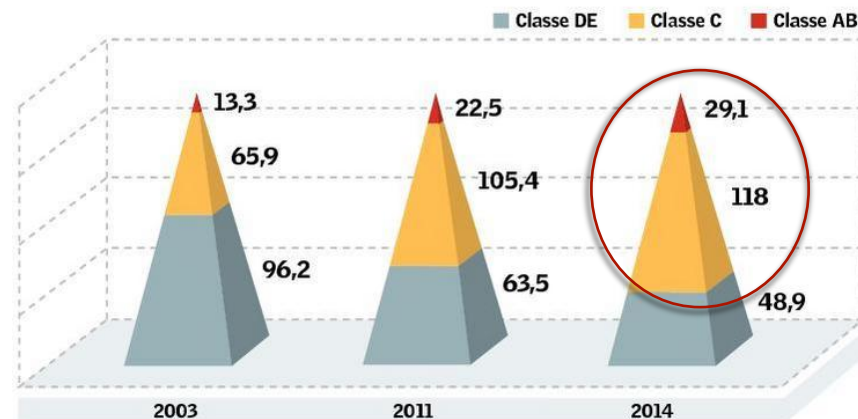
49%
homens



51%
mulheres

Pirâmide social

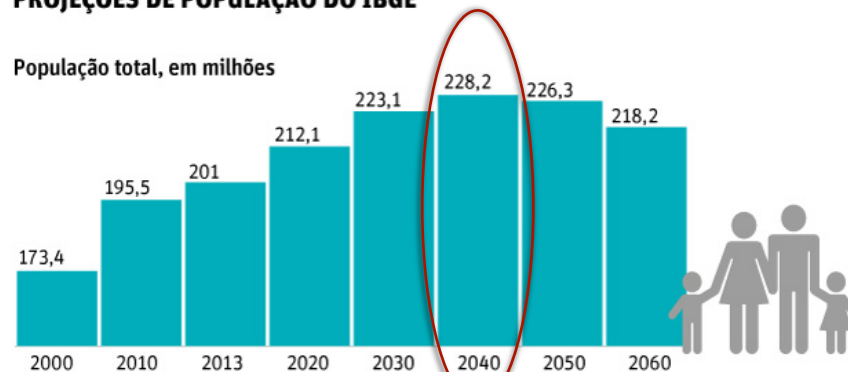
Evolução das classes econômicas - em milhões



Fonte: Centro de Políticas Sociais - CPS/FGV a partir dos microdados da PNAD, POF e PME/IBGE.

PROJEÇÕES DE POPULAÇÃO DO IBGE

População total, em milhões



FFB | Sports Market Numbers | Brazil

Os 10 ESPORTES mais praticados NO BRASIL



- Soccer: 30 millions
- Volley: 15,4 millions
- Ping Pong: 12 millions
- Swimming: 11 millions
- Indoor Soccer: 10,7 millions
- Capoeira: 6 millions
- Skate: 3 millions
- Judo: 2,2 millions
- Athletics: 2.1 millions

FFB | Active Numbers | Brazil



- 32.000 Gyms (2014)
- 7,8 millions active people (2014)
- 7th place w/ active people (world)
- 1st place at Latin America
- 2rd place (world) w/ biggest number of gym
- R\$4,6 Billion = \$2 Billion (2012)
- 18 – 35 years old
- 60% at A and B social status

Font: Irsha and VEJA Magazine

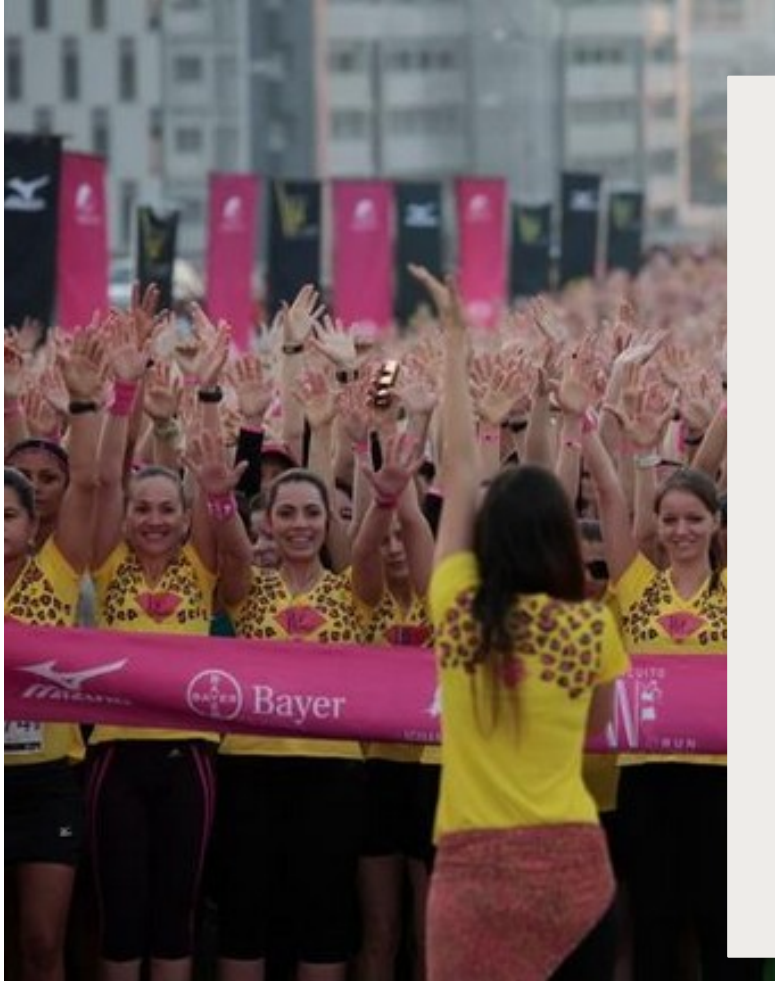
FFB | Soccer Numbers | Brazil



- 800 professional clubs
- 13.000 non professional clubs
- 30 millions soccer players
- 11.000 professional players
- \$7 billions a year
- 27 National Soccer Championship
- 5 mil professional soccer games per year
- 100 + Annual Championship

Font: Web Wickpedia and COB

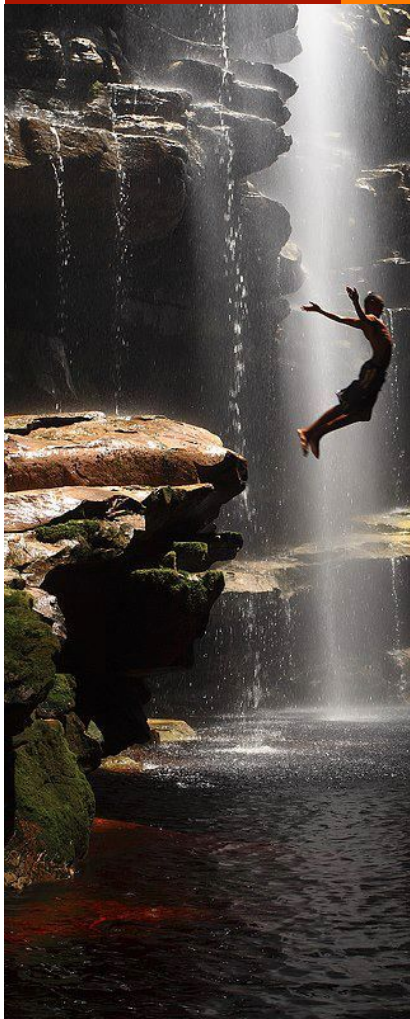
FFB | Running Numbers | Brazil



- 4 millions runners
- 2nd place at world
- Up 20% per year
- Rio Marathon = 22.000
- SP Marathon = 20.000
- + 350 run races per year
- +/- 68% Men and 32% Women

Font: ATC-SP

FFB | Sports Places | Brazil



Country Side



Parks

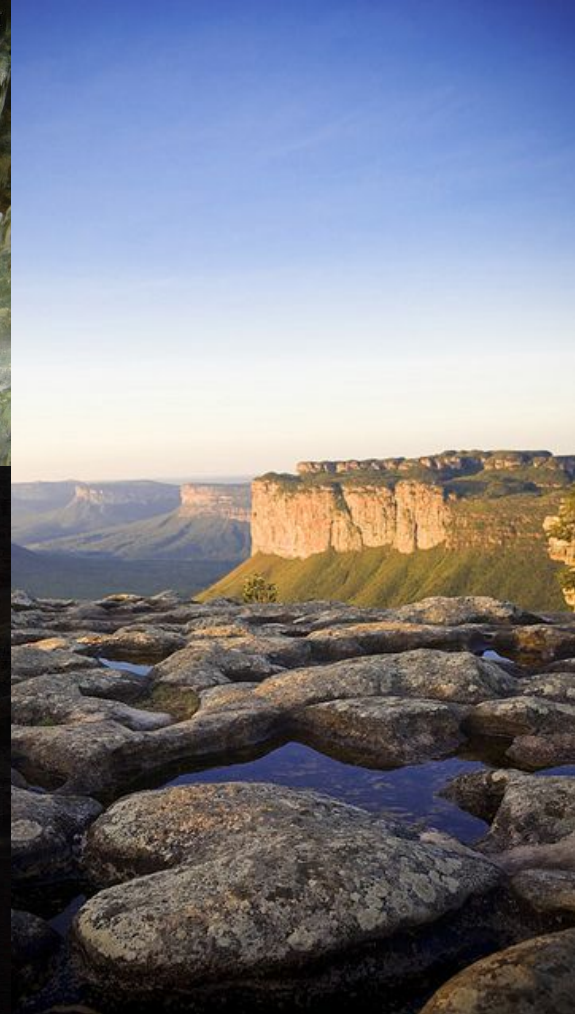


Gym



Beaches

FFB | Country Sides | Brazil



FFB | Country Sides | Brazil



FFB | Country Sides | Brazil



SPORTS

Mountain bike
Trail run
Trail walk
Climbing
Canoeing
Cross Triathlon
Adventure races

FABRICS

Wind Proof
Mechanical Stretch
Solar Protection
Fast Drying
Reflective

BRANDS

Solo
Curtlo
The North Face
Salomon
Timberland
Kanui
FOX

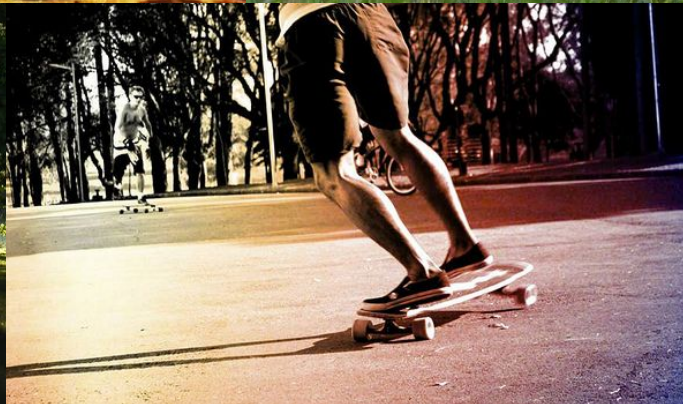
PLACES

Chapada Diamantina
Ilhabela
Campos do Jordão
Bonito
Chapada dos Veadeiros

FFB | Parks | Brazil



FFB | Parks | Brazil



FFB | Parks | Brazil



SPORTS

Walking
Running
Bike (leisure)
Skate
Yoga
Thai Chi Chuan

BRANDS

C&A
Riachuelo
Yogini
Vans
Decathlon
Regional Active Brands

FABRICS

Solar Protection
Moisture Wicking
Fast Drying
No Odor

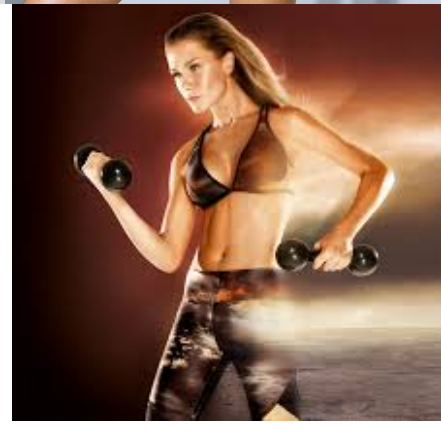
PLACES

Ibirapuera Park (SP)
Vila Lobos Park (SP)
Botanic Jardim (RJ)
Parque da Cidade (DF)

FFB | Gyms | Brazil



FFB | Gyms | Brazil



FFB | Gyms | Brazil



SPORTS

Spinning
Personal
Aerobic Classes
Pilates
Yoga
Running
Boxe
Swimming

FABRICS

Fashion Prints
Moisture Wicking
Fast Drying
No Odor
Easy Care

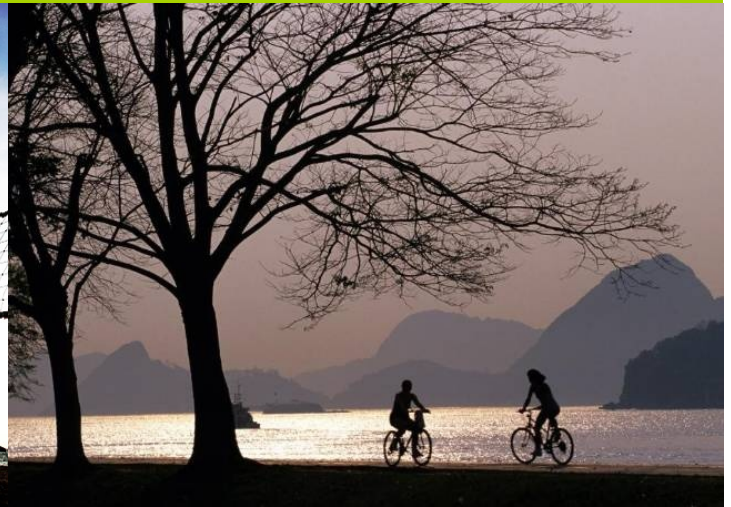
BRANDS

Track and Field
Memo
Liquido
Live
Body for Sure
Nike
Adidas
Speedo

PLACES

Reebok Club
Body Tech
Formula
Bio Ritmo
Competition

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SPORTS

Surf
Frescobol
Soccer | Beach Volley
Paddle
Corrida | Bike (leisure)
KiteSurf | WindSurf
Yachting

FABRICS

Water Resistance
Sun Protection
Chlorine Proof
Easy Care
Moisture Wicking
Fast Drying

BRANDS

QuickSilver
Billabong
Blue Man
Roxy
Reef
Stanley
Hurley

PLACES

Ipanema (RJ)
Leblon (RJ)
Barra (RJ)
Farol da Barra (BA)
Praia do Futuro (CE)
Maresias (SP)

FFB | Colors of Brazil



FFB | Colors of Brazil



#MYTF



NIGHTLY INTENSE
TOP: 114000153
BOTTOM: 114070209
TECIDA: A11840000
TENS: A14270000



114170001
114180006
114400000
A14270000



FFB | Prints of Brazil



FFB | Prints of Brazil



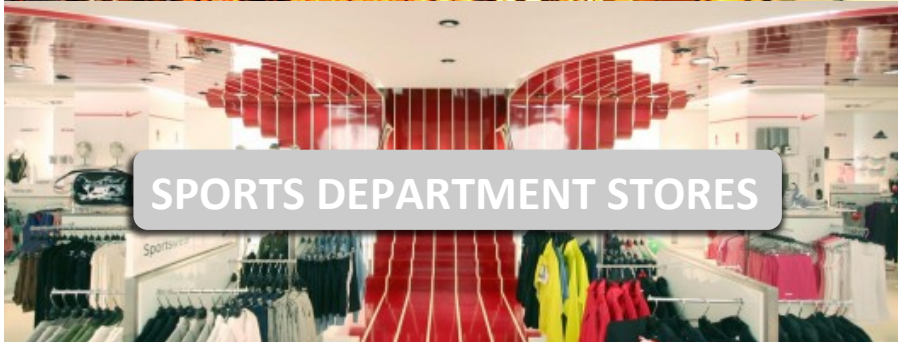
FFB | Shopping | Brazil



SHOPPING CENTERS



COMMERCIAL STREETS



SPORTS DEPARTMENT STORES



FASHION DEPARTMENT STORES



SPORTS WEB STORES



SPECIALIZED SPORTS STORES

FFB | Shopping | Brazil



SHOPPING CENTERS

Iguatemi Group
Morumbi Group

SPORTS DEPARTMENTS STORES

Decathlon
Centauro
Bayard

SPORTS WEB STORES

Kanui.com.br
Netshoes.com.br
Centauro.com.br
Sporthall.com.br

COMMERCIAL STREETS

Oscar Freire (SP)
Ipanema (RJ)

FASHION DEPARTMENT STORES

Riachuelo
C&A
Renner

SPECIALIZED SPORTS STORES

Pé na Trilha
Casa de Pedra
Fast Runner

FFB | Web Numbers | Brazil

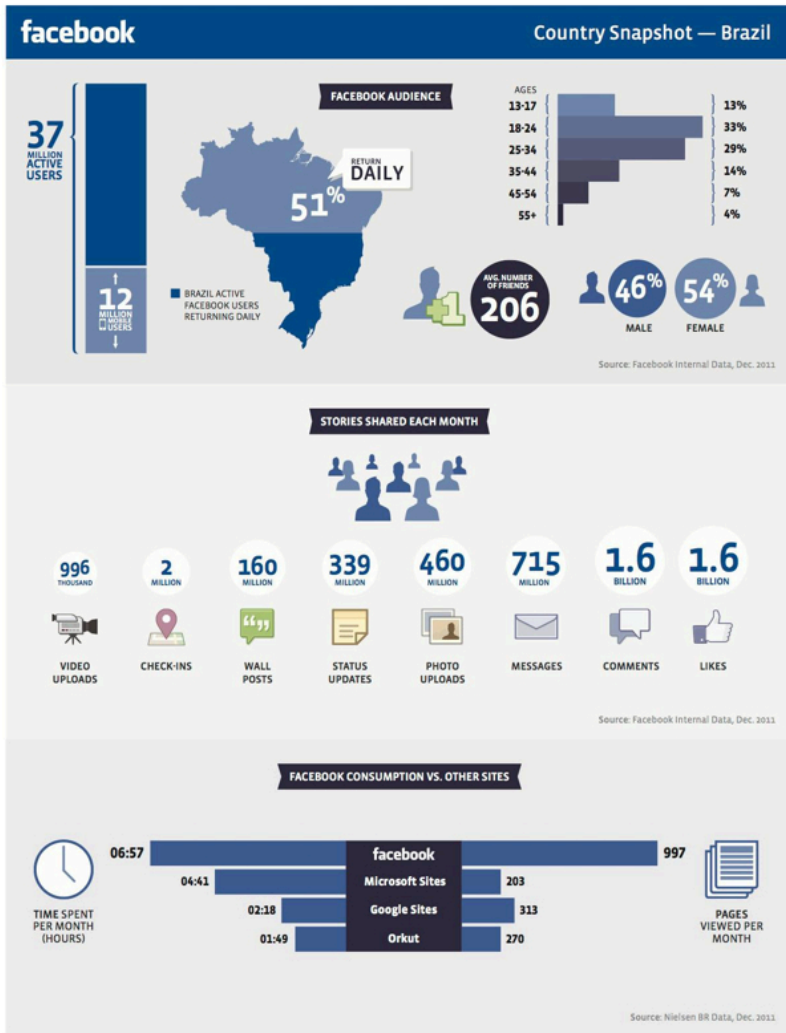
CATEGORIAS MAIS VENDIDAS (EM VOLUME DE PEDIDOS)



Fonte: E-bit Informação (www.ebitempresa.com.br)

- 100 millions people connected
- 27 hours a month on line (World Av. = 24,7 hours)
- 23,3% use smartphones (5th place at World)
- 24% online when watch TV
- 30% - 25 to 34 years old
- 18% - 18 to 24 years old
- 60% houses with internet
- 9,1 millions people buy from web
- \$13 billions market (28% up than 2012)
- Average amount \$163,00

FFB | Social Media Numbers | Brazil



- 79% (78 millions people) are on Social Media
- 36% of connected time are on Social Media
- 2nd place at Twitter (41,2 millions)
- 2nd place at Facebook (72 millions)
- 2nd place at YouTube (83,8 videos watched per person)
- 535 minutes a month at Facebook

FFB | Sports Future | Brazil



Thank you!



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