

URCA STAPS

L2 MANAGEMENT



SEMESTER 4 (2025-2026)

ENGLISH:



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1. Introduction to Market Analysis

Can you define what market analysis means?



Market

[mär-kət]

A place where parties can gather to facilitate the exchange of goods and services.

Can you set the boundaries of the sports market? What are the key components of the sports market?

Group work

Your component :

Your findings:

Vocabulary:

Take notes from your peers' presentation :

Your findings:

2. Presenting your Market Analysis

2.1. The UK sports market : overview

Overview:

What figures are we given here?

Why do we have employment figures?

Is the growth rate indicator important?

2.1. The UK sports market : key sectors

How many do we have?

Compared to what we had established in our previous seminar?

What sectors have **merged***?

What sectors have disappeared?

Why? Is it important?

As we are going through the table, is it all clear?

2.3. The UK sports market : consumers' trends & behaviour

2.4. The UK sports market : major trends

II.5 The UK Sports Market : Key players

Name the key players please!

Football Clubs:

Broadcasters: .

Retailers:

Fitness Chains:

National Bodies:

II.6 The UK Sports Market : Opportunities &Challenges

Opportunities

Challenges