

# URCA STAPS

## L2 MANAGEMENT



## SEMESTER 4 (2025-2026)

ENGLISH:



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<https://www.micrositepro.fr/formations/stapsl2mgt-s2>

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# 1. Introduction to Market Analysis

Can you define what market analysis means?



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**