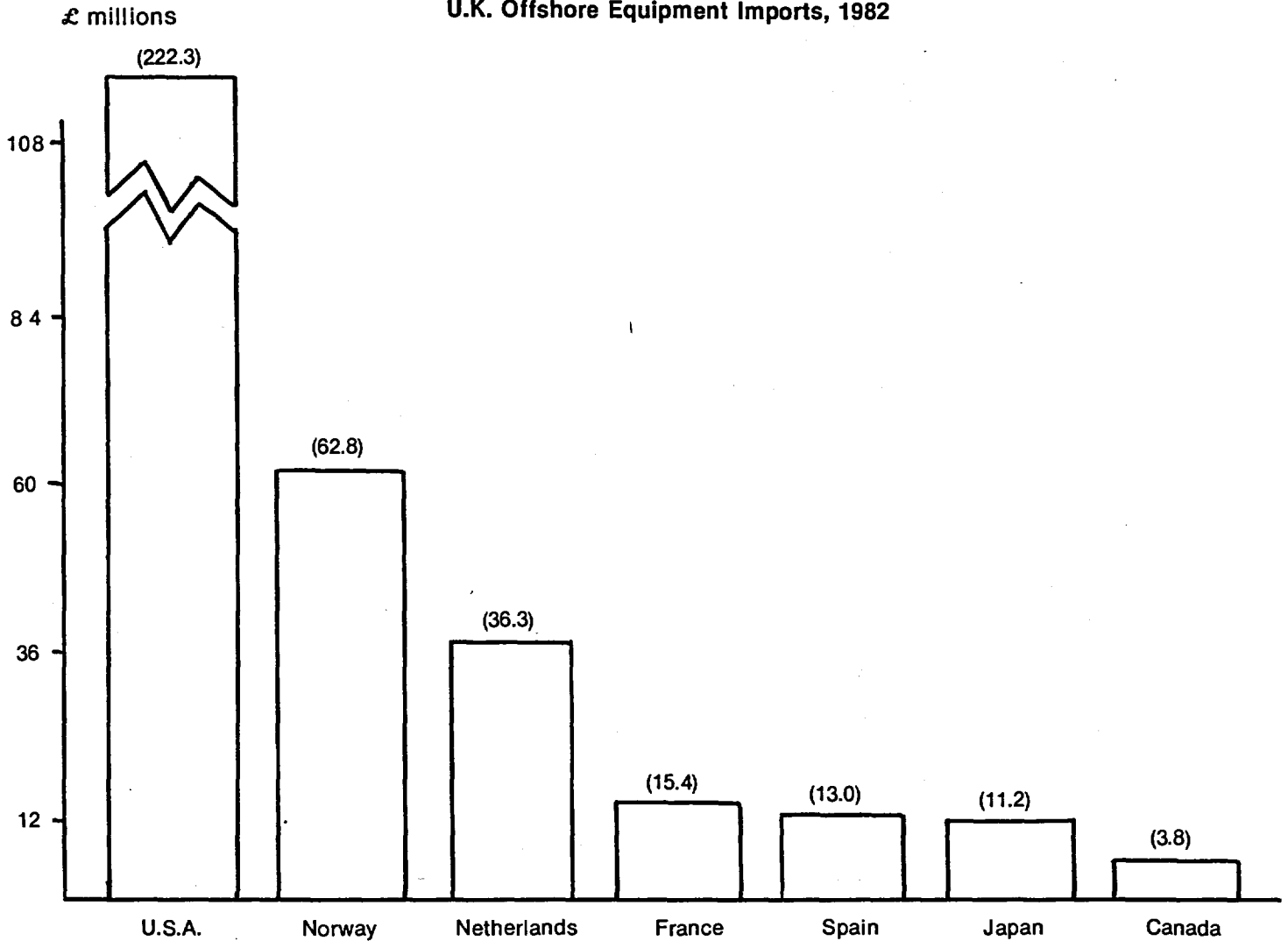


Table 6

U.K. Offshore Equipment Imports, 1982



Source: U.K. Government statistics

3. CONSUMER AND LEISURE PRODUCTS

3.1 Sporting Goods

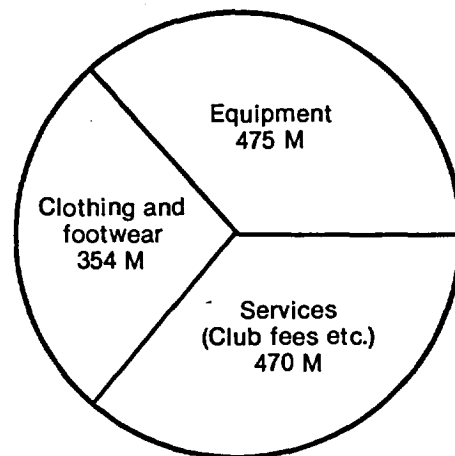
Opportunity

In this section, opportunities in the sports equipment area will be highlighted; there are, however, some opportunities available in the U.K. for sports clothing and footwear.

Sport and sporting activities of many types are extremely popular in the U.K., with approximately 50 per cent of the population participating in some form of sport on a regular basis.

Despite increased popularity, the recession has affected the domestic sports equipment suppliers, and increases in demand have been slower than anticipated. The total current sporting goods market — equipment, clothing, and services — is sizeable nonetheless:

Chart 1



Legend: M = £ million