

White space opportunities in esports apparel

Insights regarding the future of functional esports athlete apparel, footwear, and wearables

August 2021



Increased awareness of gamer health and wellness, bolstered by the professional gaming market, is driving demand for supplements, fitness, and mental health support in a highly underserved market.



Despite the booming viewership and immense influx of capital into the esports industry, professional esports athletes are currently underserved in terms of their overall health and well-being, which is cutting their gaming lifespans tragically short. There exists a huge opportunity for major brands, manufacturers, and suppliers to provide products that cater to this emerging market. It's the Wild West in regard to customized products and healthcare interventions that are being explored by these athletes, and the potential for revenue from catering to the unique needs of esports is presently untapped.

In this Intelligence Brief, we interview three medical professionals who are working directly with esports athletes to understand how their needs are being met and to identify areas of opportunity. In addition, we highlight the current state and future of functional apparel (clothing, footwear, and wearables) that addresses the performance and health needs of esports athletes.

The gaming industry is larger than ever, bringing in more revenue than the worldwide box office, music industry, NFL, NBA, MLB, and NHL combined.

The esports industry is set to generate more revenue than both the UEFA Champions League and Formula 1 by 2022.¹

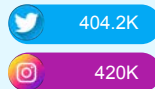
Participation and interest in gaming has recently been further bolstered due to the pandemic and already has a larger audience than American football and rugby combined. In 2018 the League of Legends World Championship final surpassed the Super Bowl in viewership.

1. <https://trends.co/articles/esports-the-rise-of-the-next-behemoth-in-competitive-sports/>

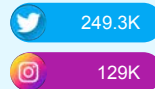
Some of the most popular esports players in 2020 include Faker, Xyp9x, and MATUMBAMAN, measuring their popularity not only by their tournament wins but also by their viewership and reputation on social media platforms, as seen below.



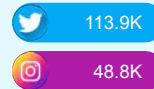
@Faker



@Xyp9x



@MATUMBAMAN



League of Legends (LoL) is the most played esports game ever created, with over 27 million gamers playing LoL daily and generating the major source of income for many professional esports players.



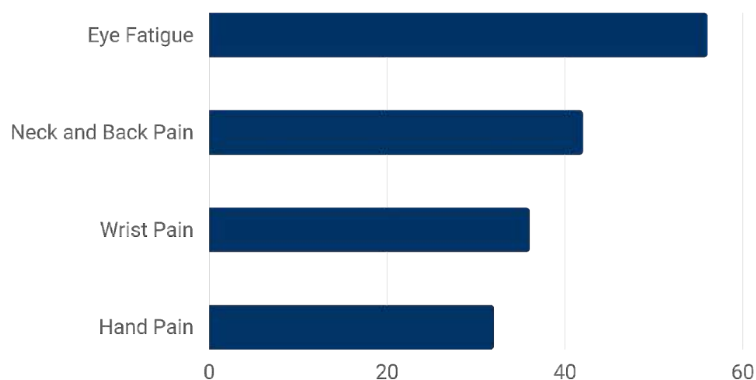
EXPERT NOTE:

“Despite the booming viewership and immense influx of capital into the esports industry, these professionals are currently neglected in terms of their overall health and well-being, which is cutting their gaming lifespans tragically short.”

- Genevieve Engleman MS, CFWE, OTR/L

With this massive growth in popularity, the health and well-being of esports athletes is becoming more and more of a concern.

A 2018 research paper surveyed 65 collegiate esports players. Their results showed that players practiced between 3 and 10 hours per day. The most frequently reported complaint was eye fatigue (56%), followed by neck and back pain (42%). The athletes also reported wrist pain (36%) and hand pain (32%). Forty percent reported not participating in any form of physical exercise. Among the players surveyed, only 2% had sought medical attention.



Percent of participants vs. most frequently reported complaint

For some games, players can even develop extra muscle stress when playing certain characters. The mechanics of playing Fox or Falco in Super Smash Bros tend to stress certain parts of the forearm, causing tightness and tension and gaining attention from healthcare providers such as physical therapists (PTs).

One major difference between esports PT and sports PT is the lack of infrastructure and lack of expectation esports athletes are expected to be engaging in outside of designated game time.

The increased awareness of the importance of gamer health and wellness is driving the demand for supplements, fitness, and mental health support.

Esports require constant high-speed hand and wrist movement, in addition to a number of other physical stressors not usually seen in other types of sports.

Research conducted by Irradiance, a hardware accelerator team, showed a correlation between in-game events and stressors on the bodies of players. They believe that by designing smart clothes that can measure both the health and performance of the players, there will be a large customer market for their product.



The clothing will improve the player's breathing, heart rate, stress level, and responses to stimuli. As a result, esports athletes can enhance their gaming skills and track their progress from game to game.



Top stars average 500-600 APM – translating to 5-6 actions per second!

Actions per minute (APM) is a metric used to measure gamers' dexterity.

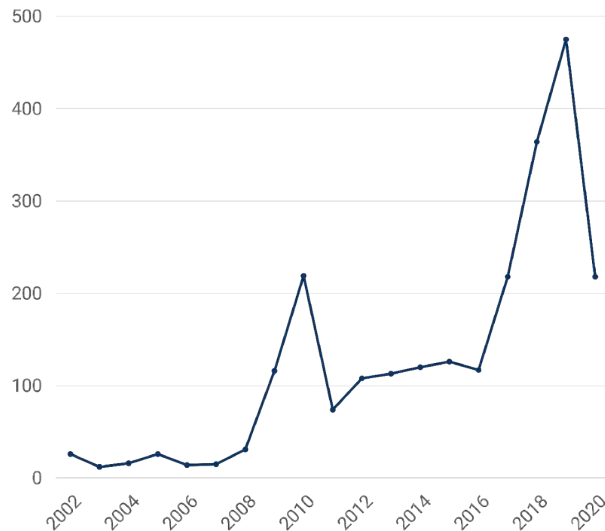
A look at patent applications for esports shows an increase, but not for clothing, footwear, or wearables.

The average number of patent applications that reference electronic sports has increased ~x3 from 2012-2016 (116 applications + 7) to 2017-2020 (318 +125), indicating a general increase in companies developing technologies for this specific market. The patents are dominated by applications for technologies such as improved speech recognition, image analyses, 3D modeling, payment architectures, and e-commerce.

However, after focusing the IP search on the three categories of interest, we find that there has been minimal activity in patenting innovations for esports apparel across all time.

*Specific search strings used for patent application search
TAC:(("e sport" OR "e-sport" OR "electronic sports" OR "esport") AND (apparel OR cloth* OR textile OR garment))
TAC:(("e sport" OR "e-sport" OR "electronic sports" OR "esport") AND (wearable))
TAC:(("e sport" OR "e-sport" OR "electronic sports" OR "esport") AND (shoes OR footwear))

Patent applications for esports from 2002 to 2020
"e sport" OR "e-sport" OR "electronic sports" OR "esport"



*Total # of Relevant Patent Applications

Esports and Clothing	7
Esports and Footwear	3
Esports and Wearables	42



EXPERT NOTE:

“The integration of functionalized apparel that addresses the health and performance needs of esports athletes is in its nascent stages. Companies that make the effort to truly understand and cater to the functional needs of esports athletics, including the coaches, players, and fans, have a huge opportunity to become a megabrand in a burgeoning industry.”

- Daniel Morales, PreScouter Technical Director

Six golden opportunities exist for the sportswear, apparel, and tech markets

There is a huge need for functional gaming clothing that addresses the specific needs of esports athletes.

1 Esports competitive apparel

Stars and fans can play both competitively and casually

2 Wearable techs

The gaming culture embraces tech and wearables more than traditional athletics due to the overlap with cosplay

3 Electronic clothing

E-skin may be better poised for adoption in the esports apparel market

4 In-game purchases

Opportunities for integrating the apparel created in the real world as a digital format for in-game purchases

5 Nonbinary clothing

Currently an untapped market - a huge opportunity exists here

6 Adaptive apparel

Can be adopted faster in esports than other types of sports

1

Esports competitive apparel

Stars and fans can play both competitively and casually. There's a huge opportunity for crossover between professional esports apparel and adoption by casual gamers of their favorite athlete's jersey.

How well are the current needs of esports athletes being addressed, according to PreScouter's Subject Matter Expert (SME) interviews?

SME Agreement Score: 5 + 1 (N=3)



Wearable techs

Opportunities for wearables include, in addition, the fact that gaming culture embraces tech and wearables more than traditional athletics due to less movement and sweating, as well as the overlap with cosplay.

How well are the current needs of esports athletes being addressed, according to PreScouter's Subject Matter Expert (SME) interviews?

SME Agreement Score: 5.7 + 1.1 (N=3)



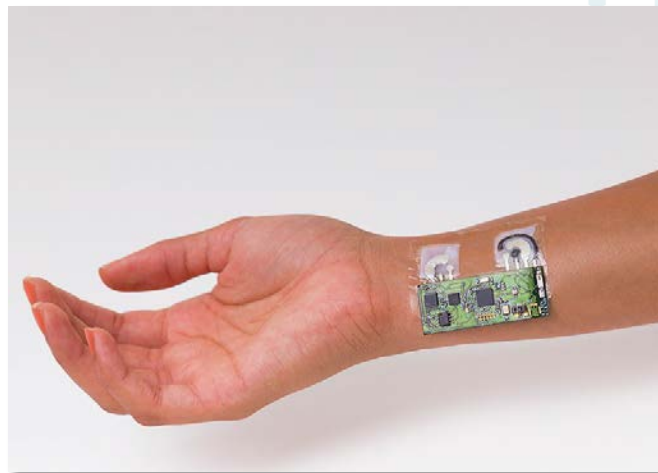
3

Electronic clothing

Electronic clothing developments such as e-skin may be better poised for adoption in the esports apparel market compared to traditional athletics due to less sweat generation and full-range movement.

How well are the current needs of esports athletes being addressed, according to PreScouter's Subject Matter Expert (SME) interviews?

SME Agreement Score: 8.7 + 0.6 (N=3)



4

In-game purchases

Opportunities exist for integrating the apparel created in the real world as a digital format for in-game purchases.



5

Nonbinary clothing

Nonbinary clothing may be adopted faster in the esports market since video game competitions neutralize the playing field more so than in traditional athletics. There is also a huge gap in esports apparel that effectively targets and includes women in a way that is meaningful. No one is doing this right now.

How well are the current needs of esports athletes being addressed, according to PreScouter's Subject Matter Expert (SME) interviews?

SME Agreement Score: 7.7 + 3.2 (N=3)



[Image Source](#)

6

Adaptive apparel

Opportunities for integrating performance tech into adaptive apparel may be adopted faster in the esports market, as well. The general push for inclusivity in gaming (among minorities, women, and the LGBTQ+ community) will drive the utilization of adoptive apparel.

How well are the current needs of esports athletes being addressed, according to PreScouter's Subject Matter Experts (SME) interviews?

SME Agreement Score: 4.7 + 2.3 (N=3)

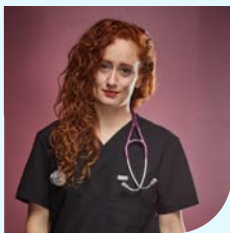




PreScouter Exclusive

Expert Insights From Top Esports Medical Professionals

To facilitate a deeper understanding of the opportunities for functional apparel and to validate hypotheses generated during the research phase, PreScouter interviewed the following three medical experts:



Dr. Lindsey Migliore



Dr. Caitlin McGee



Dr. Joanne Donoghue

How well are the current needs of esports athletes being address regarding clothing, footwear, and wearables?

While current functional apparel offerings address a few basic needs, such as breathability and moisture wicking, there is plenty of room for improvement. Footwear is the least understood (or necessary) opportunity, while the technology for useful wearables exists in other industries but requires translation to esports athletes' needs.

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“The opportunity for footwear is actually for items such as compressive socks. The shoes just need to be comfortable.”

- Dr. Lindsey Migliore

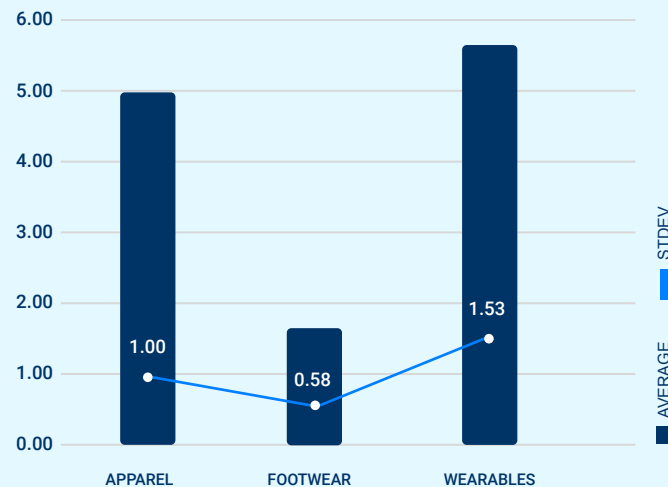
“There hasn't been sufficient research to determine what the needs for clothing are. Also, jersey regulations do not exist yet.”

- Dr. Caitlin McGee

“Many players don't like to wear watches while performing. The tech exist for biometric tracking; the challenge is translating it for the athlete.”

- Dr. Joanne Donoghue

How well are the current needs of esports athletes being addressed in each category?



Each expert was asked to provide an arbitrary quantitative agreement score based on the hypotheses generated by PreScouter. 1 indicates complete disagreement and 10 indicates full agreement.

Will the future of Esports athletic apparel be electronic, nonbinary and adaptive?

According to Trends.com, “the rise in female gamers (~46% of gaming enthusiasts are women) and the gender-neutral cohort of Gen Z are also opening up opportunities for non-endemic brands. MAC recently worked with developers to produce makeup lines corresponding to game characters. Fashion collaborations are also growing.”

”

“In theory, gaming neutralizes the playing field. However, there is still a large number of social factors preventing this. Non-gendered clothing is the future and Evil Geniuses released a paper about this. There is also a huge gap in esports apparel that effectively targets and includes women in a way that is meaningful. NO ONE is doing this right now.”

- Dr. Lindsey Migliore

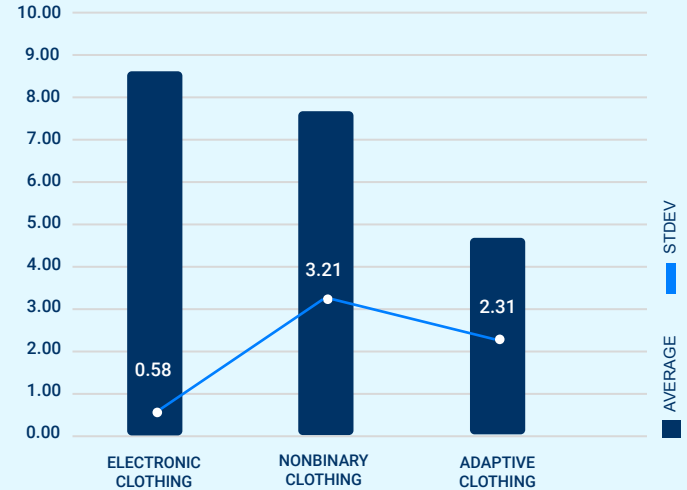
“There has been significant pushback against anything that is perceived as “easy mode.” There is definitely a misunderstanding of the stress and strain required for gaming for handicapped market. However, the general push for inclusivity in gaming will drive the utilization of adoptive apparel.”

- Dr. Caitlin McGee

“The barrier to entry here is that people who utilize adaptive apparel clothing generally don’t want to be characterized as such. The marketing should promote inclusivity.”

- Dr. Joanne Donoghue

Validation of Hypotheses for Future Esports Clothing Market



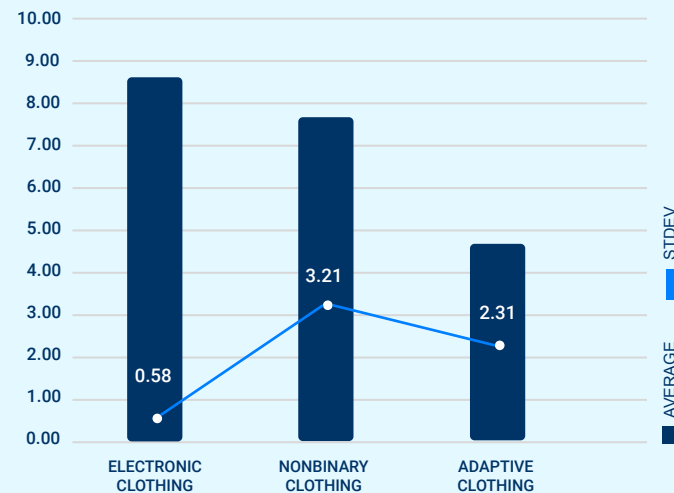
Each expert was asked to provide an arbitrary quantitative agreement score based on the hypotheses generated by PreScouter. 1 indicates complete disagreement and 10 indicates full agreement.

Will the future of esports athletic apparel be electronic, nonbinary, and adaptive? (cont'd)

- 1 **Electronic clothing** developments such as E-skin are better poised for adoption in the esports apparel market compared to traditional athletics due to less sweat generation and full-range movement.
- 2 The future of **nonbinary/inclusive** gaming and its overlap with the apparel/wearables industry: Nonbinary clothing will be adopted faster in the esports market since video game competitions neutralize the playing field more so than in traditional athletics.
- 3 Similarly, opportunities for integrating performance tech into **adaptive apparel** will be adopted faster in the esports market since video game competitions neutralize the playing field more so than in traditional athletics.

KEY TAKEAWAYS

Validation of Hypotheses for Future Esports Clothing Market



Each expert was asked to provide an arbitrary quantitative agreement score based on the hypotheses generated by PreScouter. 1 indicates complete disagreement and 10 indicates full agreement.

On a scale of 1-10 (10 being the highest), how important are the following metrics for esports athlete clothing?

”

“Clothing for posture regulation, for example regulating tightness across the shoulders, should also be considered.”

- Dr. Lindsey Migliore

“Compression regulation is particularly important at the joints and in the form of socks.”

- Dr. Caitlin McGee

“Esports players could benefit from jerseys that don't rub at the elbow crease”

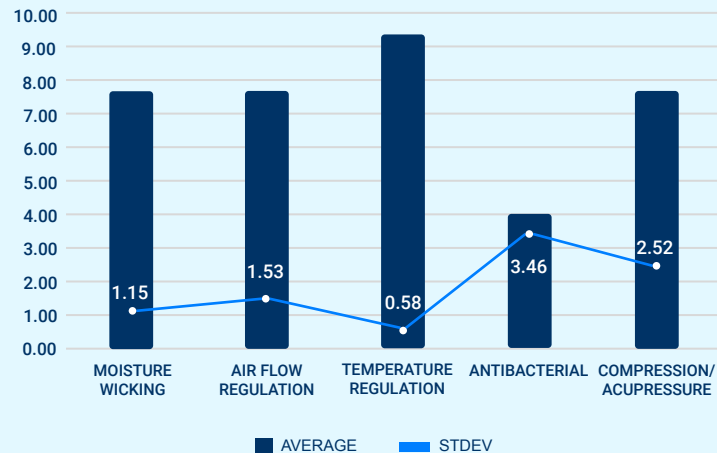
- Dr. Joanne Donoghue



Dr. Caitlin McGee

“Women still face a good deal of stigma in the gaming industry, and they have historically been perceived as a smaller part of the gaming market. As a result, they almost feel defensive about clothing marketing specifically for women.”

Importance of Apparel Functionality



Except for antibacterial functionality, all metrics scored above a 7, with temperature regulation considered the most important.

On a scale of 1-10 (10 being the highest), how important are the following metrics for esports athlete footwear?



"The compression should really come from a garment like socks, whereas the shoes should be loose and comfortable."

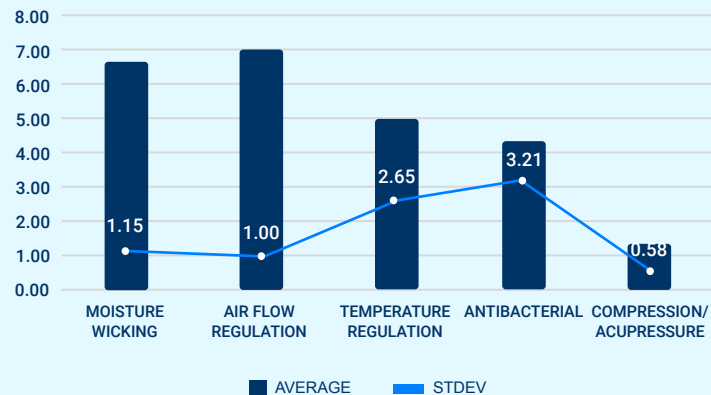
- Dr. Caitlin McGee



Dr. Caitlin McGee

"The important metrics will really depend on the use. A more general purpose shoe would make sense from a marketing perspective. There are a fair amount of sneakerheads in the gaming community that are figureheads for streaming and tournament events."

Importance of Footwear Functionality



All experts agreed that comfort was the most important metric for esports athletic footwear, which could be imparted by moisture wicking and increased air flow.

On a scale of 1-10 (10 being the highest), how important are the following metrics for esports athlete wearables?

”

“Haptic feedback may be useful for training, but such accessories may be banned during competitions, similar to the banning of neoprene suits for swimming”

- Dr. Lindsey Migliore

“Heart rate variability tracking is another important indicator that should be considered for esports wearables.”

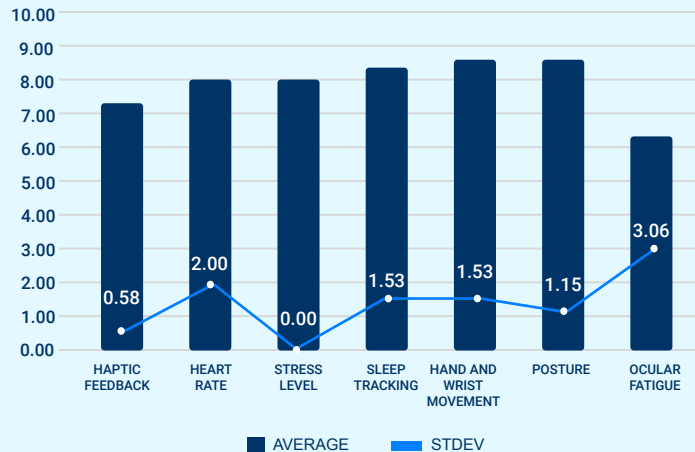
- Dr. Caitlin McGee



Dr. Lindsey
Migliore

“The largest gap for wearables is frequency of movement, wrist position and posture over time. A lot of tech exists that could be packaged better for esports.”

Importance of Wearables Metrics



All experts assigned a score of at least 6 for the wearable metrics of interest.

On a scale of 1-7 (7 being the highest), how would you rank the following metrics for esports athlete wearables in terms of priority?

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“It will be necessary to track all of these ultimately to get a full holistic view of your performance or health. A metric that is completely overlooked is sedentary vascular function. In addition, compression tracking is important!”

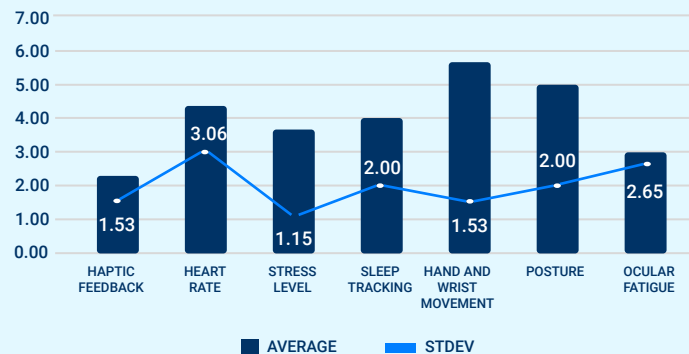
- Dr. Joanne Donoghue



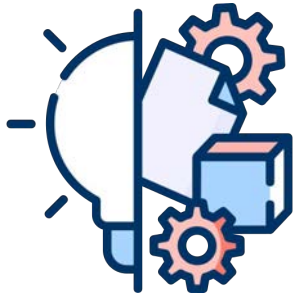
Dr. Joanne Donoghue

“Posture is not considered enough in this space, and it is the leading cause of esports athletes’ musculoskeletal fatigue”

Priority Ranking of Wearable Metrics



Hence, all experts were then asked to rank the metrics based on importance from 7 (most important) to 1 (least important).



What's currently available for the clothing, footwear, and wearable esports market? And how is it being marketed?

Clothing – What is available, and how is it marketed?

Currently, most esports clothing companies are focused on customized branding as opposed to addressing the health and performance needs of esports athletes. Aside from branding, clothing is focused on comfort, moisture wicking, and movement.

In 2020, Champion debuted a gamer hoodie ([their first patent-pending design in 50 years](#)). The sleeves have a unique rib cut to help prevent them from sliding when gaming, and Velcro patches on the chest and left shoulder that can be removed and replaced with esports sponsor logos or team patches.



Products Offered:

Jerseys, sweatshirts, and t-shirts



Associated Teams:

Counter Logic Gaming, Renegades, Dignitas



Functionality:

Lightweight fabric, eliminated seam to provide comfort through all movements, moisture wicking for comfort and odor prevention



Other Esports Apparel Distributors



Unique Marketing Language:
“Hardcore Sitting”



Footwear – What is available, and how is it marketed?

To date, PreScouter was able to identify **only two examples** of footwear specifically marketed to the esports community. Both offerings emphasize comfort and breathability but fail to address the benefits that could be imparted by providing or encouraging consistent foot motion (by a moving platform under the gamer, for example) during gaming.



Products Offered:

Active Gaming Footwear



Associated Teams:

n/a



Functionality:

The product was designed for indoor and in-arena use to deliver "seamless comfort, support and grip so gamers can adapt to different active gaming modes and game their best." [SOURCE](#)



Products Offered:

ONE-TAP



Associated Teams:

Made in Brazil (MIBR), Immortals Gaming Club (IGC)



Functionality:

Comfort, versatility, and temperature control
[SOURCE](#)

Wearables – What is available, and how is it marketed?

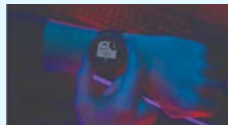
To date, PreScouter only identified one example of a wearable marketed specifically for esports athletes. In the case of wearables, various technologies already exist that are marketed and utilized for different purposes, such as physical rehabilitation and general health and wellness. There is a huge opportunity to market such devices to the gaming community, which is prone to adopting novel technologies.

GARMIN



Products Offered:

Garmin Instinct – Esports Edition



Associated Teams:

Garmin fēnix 6 multisport smartwatches will be used by AGO x-kom athletes, to provide athletes with health and performance data. Indicators such as the “Body Battery” will help to quantify their daily rhythm in order to optimize the day to promote maximum performance at a desired moment.



Functionality:

Designed to track and livestream biometric data via a dedicated esports activity function that analyzes heart rate and stress levels during matches, as well as spotting long-term trends. [SOURCE](#)

TENZR



Products Offered:

TENZR Trainer & Tracker



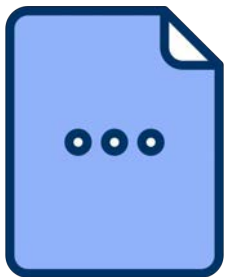
Associated Teams:

Supported by the following premier institutions: Stanford University, UCSF, Mayo Clinic, ASU, and MedTech Accelerator



Functionality:

Transforms rehab exercises into precise game play to facilitate and track performance in active range of motion rehabilitation programs. [SOURCE](#)



Addressing Future Needs

Clothing - Opportunities for Addressing Future Needs

There is a need for clothing companies to provide functional clothing that addresses the specific needs of esports athletes. For example, in 2020, the monthly Google search volume for “gaming gloves” was [14.8k](#). The “Cyber Athletics” label [H4X](#) markets garments with “padded forearms, laser cut ventilation, moisture-wicking and antimicrobial fabric, compression sleeves and posture correctors.”

Two clothing technologies to consider for the future of esports apparel



Technology:

Electronic skins

Xenoma



Potential Functionality for Esports Athletes:

Full body biometrics tracking to improve gameplay and maintain a healthy gaming career.



Technology:

Acupressure clothing



GHOST FLOWER



Potential Functionality for Esports Athletes:

Acupressure-based compression garments could be leveraged to reduce headaches and muscle knotting and to encourage blood flow during seated gameplay.

Footwear – Opportunities for Addressing Future Needs

Although esports regulations may restrict athletes' access to performance-enhancing products such as these during competition, integrating use of these products during training could be a total game-changer in terms of competitive edge during tournaments and overall increase of gaming lifespan. There is great potential to implement preventative strategies with footwear to support the physical functioning of esports athletes and counter the necessary sedentary positioning required to engage in their sport.

Two footwear technologies to consider for the future of esports apparel



Technology:

Dynamic surface sold with the shoe



Potential Functionality for Esports Athletes:

PowerLegs by PowerFit Vibration And Acupressure System provides massage, stretch, active range of motion, and strengthening opportunities to promote circulation in lower extremities.



Technology:

Hammacher Schlemmer

Electronic compression shoe



Potential Functionality for Esports Athletes:

Circulation improvement; currently only available from [Hammacher Schlemmer](#), these leg wraps facilitate circulation via alternating air compression and deflating to reduce swelling in the legs while seated.

Wearables – Opportunities for Addressing Future Needs

Opportunities exist for marketing wearable devices with the capability of capturing and utilizing relevant data to provide physical cues to esports athletes to promote health and well-being and enhance physical functioning. Products that help keep players on track and improve their performance are crucial for professionals and recreational players alike; and discreet, unobstructive items that don't complicate the experience for users are especially appealing.

Two wearable technologies to consider for the future of Esports apparel



Technology:

Biofeedback device for your ear? Coach has a dashboard to track performance metrics with biometrics from their players.



**Biofeedback
Labs**



Potential Functionality for Esports Athletes:

Coaches will be able to, at a glance, monitor the stress response indicators of all team members. This can provide customized cues to recharge for better health and improve mood to enhance performance during play via emotional regulation, optimize energy use, and facilitate concentration via instant stress metrics to then train players to relax.



Technology:

Hooke Lav wireless microphone



Potential Functionality for Esports Athletes:

The Hooke Lav wireless wearable microphone is designed for professionals and gamers alike, to enable them to broadcast or record high-quality audio via a low-profile device. Communication among teammates during competitions or recordings to review communication post events will be seamless.

Opportunities for Digital In-Game Apparel and Conclusions

The potential overlap between real-world and in-game/virtual esports apparel can provide yet another avenue for brand exposure. Luxury brands such as Moschino, Givenchy, Valentino, and Marc Jacobs are already partnering with developers to create virtual items that fans can collect or purchase in-game. [According to Jens Hilgers](#), one of the founders of ESL, companies should be thinking “digital first.” “How do you give a garment functionality in both the real and virtual worlds?” he asks, adding, “And how do you connect those worlds through [clothing](#)?”

- Much like skateboarding was, gaming is a subculture that is still misunderstood by big brands.
- Electronic clothing developments such as e-skin may be better poised for adoption in the esports apparel market compared to traditional athletics due to less sweat generation and full-range movement.
- The gaming culture embraces tech and wearables more than traditional athletics due to the overlap with cosplay.
- Opportunities abound for integrating the apparel created in the real world as a digital format for in-game purchases.



Authors



Daniel Morales, PhD

PreScouter Technical Director | CPG

Daniel is the Technical Director of PreScouter's CPG practice. He has worked on over 70 projects, spanning across areas such as innovation strategy and roadmapping, product and process improvement and development, sustainability, and technology trends throughout the CPG industry. Daniel earned his PhD in Chemical Engineering from the NC State University, where his research focused on developing stimuli-responsive polymer networks for microrobotics applications. He completed postdoctoral work at INSA Toulouse, France, where his work focused on the intersection of nanoparticle assembly, nanofabrication and microfluidics to develop novel sensors. Before joining PreScouter, Daniel gained industrial experience in pharma manufacturing, polymer processing, and science manuscript editing, and he is based in Raleigh, North Carolina.



Genevieve Engleman MS, CFWE, OTR/L

Occupational Therapist | Founder
TheRemoteOT.com | PreScouter Research
Analyst

Genevieve Engleman is an Occupational Therapist providing therapeutic support built upon empathy, compassion, and non-judgmental consideration of everyone's unique situations in life. Her private virtual practice ([TheRemoteOT.com](https://www.TheRemoteOT.com)) offers affordable, client centered, custom treatment plans that span across the lifespan from the NICU to geriatric populations and every age in between. She is a real nerd at heart and loves expanding her knowledge through the completion of way too many continuing education courses to stay abreast of the latest research and has achieved specialty recognition from NBCOT in pediatrics and orthopedics for her studies. Genevieve comes from a vast background in the healthcare system from Miami to Maryland and previously served as the Clinical Executive Associate for a large statewide practice in Rhode Island. She is originally from Canada and believes quality healthcare is a human right, and she structures her private practice to prevent cost from ever being a barrier to quality healthcare. She enjoys attending bluegrass and folk music festivals with her husband, Thomas, and three children Hank, Beau & Eden.

Subject Matter Experts



Joanne Donoghue, PhD

Director of Clinical Research, NYIT

Dr. Donoghue is the Director of Clinical Research at NYIT College of Osteopathic Medicine with over 23 years experience as an exercise physiologist. Dr. Donoghue is a 2x Ironman, marathoner, and female athlete advocate.



Lindsey Migliore, DO

Founder of GamerDoc | Executive Director of Queer Women of Esports | Faculty Associate in NYIT Center for Sports Medicine

Dr. Migliore is at the forefront of esports medicine. Through her work as GamerDoc, she applies scientific principles to the field of competitive gaming to definitively improve performance and expand the life span of the esports athlete. Her handbook of esports medicine, the first of its kind, will be published in 2021 by Springer Medical. Dr. Migliore has spoken at both national gaming and medical conferences on the subject, and has been featured in Esports Insider, Wired UK, the Esports Observer, PC Gamer & more.



Caitlin McGee, DPT

Doctor of Physical Therapy, Esports PT with 1HP Gaming

Dr. McGee is a physical therapist (PT, DPT) with a background in neuroscience and exercise/sport science, as well as a Master's in anatomy and clinical health sciences. She is the Co-Owner and Performance and Esports Medicine Director of 1HP, a company that provides health and performance services to players, teams, and organizations. Dr. McGee works with professional teams, competitive and casual players, esports organizations, and schools to develop health and wellness standards, to design and implement programs to optimize player and team performance, and to provide player education. She has been working in esports medicine for 6 years.

Supporting Researchers



Khushboo Malhotra

Researcher | Fashion Technology



Arshida Thasli

Researcher | Physical Therapist

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Next Steps

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& ANALYSIS

✓ TRENDS MAPPING

✓ REVIEW BEST
PRACTICES

✓ PATENT COMMERCIALIZATION
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✓ DATA ANALYSIS &
RECOMMENDATIONS

✓ ACQUIRE NON-PUBLIC
INFORMATION

✓ SUPPLIER OUTREACH
& ANALYSIS

✓ CONSULT WITH INDUSTRY
SUBJECT MATTER EXPERTS

✓ INTERVIEWING
COMPANIES & EXPERTS

WE CAN ALSO DO THE FOLLOWING

- ✓ **CONFERENCE SUPPORT:** Attend conferences of interest on your behalf.
- ✓ **WRITING ARTICLES:** Write technical or more public facing articles on your behalf.
- ✓ **WORKING WITH A CONTRACT RESEARCH ORGANIZATION:** Engage with a CRO to build a prototype, test equipment or any other related research service.

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