

Protect Your Lead

The Sport & Health Counterfeit Factsheet:
Key data on consumer behaviour, emerging
IP threats, and proactive defence strategies.



FOUL PLAY: THE REAL COST OF COUNTERFEITS IN SPORT

Counterfeits don't just steal sales. They destroy trust.

44%

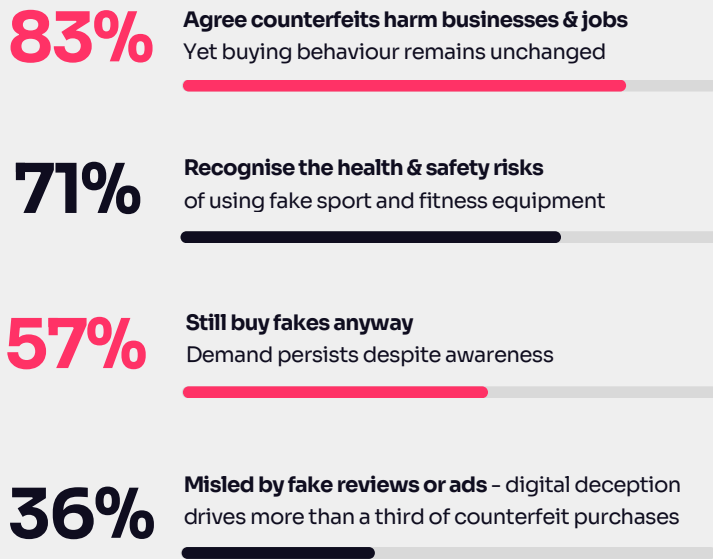
of US consumers lose trust after buying a counterfeit

Counterfeiters aren't waiting on the benches. They're tracking innovation, replicating products early, and scaling fakes at speed. Brands innovating in sports, health and wellness are often the number-one targets.

EU - SCALE OF THE PROBLEM

<p>€850M</p> <p>Lost annually - counterfeit sports equipment in the EU</p>	<p>11.4%</p> <p>Of total EU category sales erased by counterfeiting each year</p>	<p>€347M</p> <p>France, Austria & Netherlands - top 3 EU markets combined</p>
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CONSUMER BEHAVIOUR



ENFORCEMENT HIGHLIGHTS

"FAKE STAR" • EU • 2022

8M+

Counterfeit items seized in one operation

Sportswear	1.1M+ items
Footwear	550,000+ pairs
Fake logos	5.5 M
Arrests	264

OPERATION TEAM PLAYER • USA • SINCE 2013

Total seized (all-time) **\$455M+**

Ahead of Super Bowl 2025 **\$39.5M**

DIGITAL THREAT & YOUNG CONSUMERS

<p>1 in 10</p> <p>Young Europeans intentionally buy counterfeit goods.</p>	<p>12%</p> <p>Stream sports illegally; this rises to 27% among younger audiences - IP protection now extends beyond product.</p>	<p>27%</p> <p>Affordable genuine products are cited as the key to cutting counterfeit demand. ²</p>
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**Get ahead.
Stay ahead.**

If you wait until fakes hit the market, you're already behind. Talk to SnapDragon today.

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BOOK A CONSULTATION



From Innovation to Counterfeit

Advances in technology including AI, Print-on-Demand as well as more sophisticated scraping and communication channels mean counterfeits can be on the market just a few hours after an official launch.

Find out how counterfeiters follow innovation so quickly.

	BRAND ACTIVITY:	INFRINGER ACTIVITY
1	You file for a patent, trademark, or release a product prototype.	Automated tools scrape your images and technical specs. They register "look-alike" URLs to capture your search traffic.
2	You invest in R&D, safety testing, and quality materials and craftsmanship.	Using cheaper materials and no safety testing, they produce "visual matches." Low production costs, fast to market.
3	You launch your marketing campaign across a number of channels and invest in design and UX.	They use your branded keywords to place ads on social media and streaming sites. Customers are intercepted and diverted to counterfeits.
4	Your branded innovative products hit the market and demand surges.	Low-quality or unsafe fakes intercept rising demand. Product failures or poor quality create negative feedback, and liability claims are directed at your brand.
5	You send a legal takedown notice to the platform or domain owner.	Their account is deleted, but their software instantly creates several new ones. The vicious cycle continues unless you have proactive brand protection.



Brand Threat Assessment

Is your brand staying ahead of online brand threats?

Use this 5-point audit to identify the gaps where counterfeiters are currently outperforming your brand protection strategy.



PROTECTION DURING R&D?

Do you have active monitoring in place to detect designs before your official launch date?

The Risk: In the fitness and wellness sector, "factory-direct" leaks are common. If you aren't looking for fakes during your R&D phase, you've already lost your head start.



PACKAGING INTEGRITY

Are you tracking the illicit sale of your branding assets – safety seals, specialised packaging, and labels – independent of finished products?

The Risk: 5.5 million fake labels were seized in a single operation in the EU. In health and wellness, counterfeit packaging isn't just an IP theft; it's a massive safety risk for your customers and a liability risk for your brand.



ONLINE STOREFRONT MONITORING

Do you have an automated system to identify storefronts using stolen reviews and high-resolution brand imagery to deceive shoppers?

The Risk: 36% of consumers are misled by "social proof". In wellness, a fake review can convince a buyer that a dangerous counterfeit is a genuine, safe product.



GREY MARKET MONITORING

Are you monitoring the "grey market" advertising ecosystem, including illegal streaming sites and unregulated fitness forums?

The Risk: Illegal sports streams are the primary funnel for counterfeit fitness gear. If your audience is there, your infringers are too, targeting your customers where you aren't looking.



SPEED TO ENFORCE

Is your current enforcement setup capable of detecting and reporting infringing listings in under 24 hours?

The Risk: With AI and Print-on-Demand, counterfeiters can scale globally in hours. If your process is manual, you aren't just behind, you're irrelevant to the threat.

Case Study: Nidecker Group

Category: Sports & Lifestyle

63K+

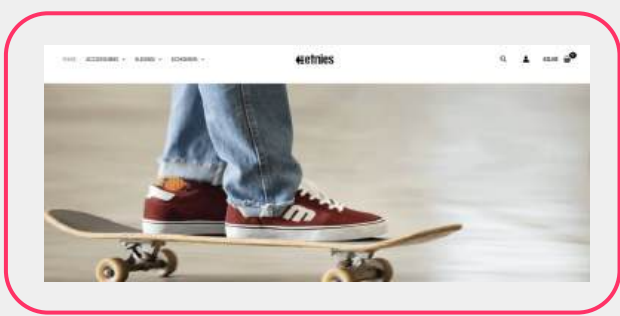
Counterfeit Listings Removed

96%

Success Rate



Real Website



Phishing Site

As demand for Nidecker’s snowboard and skate brands increased through the winter season, the company faced growing exposure to opportunistic counterfeiters. When fake listings and impersonation sites began overwhelming search results, customer complaints spiked: threatening both sales and reputation.

SnapDragon acted fast. Using Augmented Intelligence — advanced AI with human oversight — we built tailored protection strategies across Nidecker’s portfolio, from Jones to Etnies. Within six months, customer complaints dropped by 98%, and confidence returned.

“We went from daily complaints about scam orders to almost none. For my team, it’s amazing. For the company, it’s a sign that consumer trust is coming back.”

Anna Negri
Nidecker Group Customer Service Manager

Impact: Rapid detection and enforcement removed over 63 thousand fake listings by the thousands, restoring consumer trust and protecting sales at the height of the winter season.

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