

## **Sportswear in Colombia**

Market Direction | 2022-12-28 | 17 pages | Euromonitor

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### **Report description:**

Sales of sports apparel were already growing prior to the pandemic as a result of the broader casualisation trend popularised by millennials, a hybrid work situation, as well as the health and wellness trend. These led to an increased interest in fitness while there was also a growing streetwear movement after the imposition of home seclusion. The top two sportswear players, Nike and adidas, remained in high demand in 2022, with Nike being particularly resilient, even though both brands experien...

Euromonitor International's Sportswear in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sportswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Nike remains on top due to design, function and ethics

Despite challenges posed by the pandemic aftershock, sportswear attracts further investment

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