

Sportswear in Denmark

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

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Report description:

Sportswear and performance apparel performed better than womenswear and menswear in 2022 and saw moderate growth in current value terms despite the difficult economic climate. Consumers are keen to stay active and support their health although less investment in sportswear is taking place as the cost of living crisis prevails. During the pandemic, many consumers became less physically active as gyms and other sports facilities closed for several periods and lockdowns meant more time at home. As...

Euromonitor International's Sportswear in Denmark 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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International sportswear brands lead

E-commerce continues to make marginal gain in value share

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