

## **Sportswear in the US**

Market Direction | 2023-01-04 | 21 pages | Euromonitor

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### **Report description:**

Sports apparel and footwear continued to outperform the wider apparel and footwear industry even with rising inflation and decreasing consumer confidence in 2022. Following the drastic drop amidst the pandemic in 2020, sales of sportswear then leapt, and outperformed overall apparel and footwear in 2021, thanks to the expanded usage occasions for sportswear, driven by hybrid lifestyles and the accelerated casualisation of dress codes across the US. As a result of the COVID-19 pandemic, US consum...

Euromonitor International's Sportswear in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Sportswear shows greater resilience to inflation than overall apparel and footwear

Brands focusing on outdoor adventure, performance running, and yoga capture more share

Consumers gradually return to physical stores to explore new experiences

##### PROSPECTS AND OPPORTUNITIES

Boom in sportswear set to slow as uncertainties remain and consumers return to social activities

Sustainability to remain important for both young brands and category leaders

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##### SOURCES

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## Summary 1 Research Sources

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