

Sportswear in Austria

Market Direction | 2023-01-10 | 20 pages | Euromonitor

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Report description:

Sportswear continued its recovery in 2022 recording double-digit growth in current value terms. The reopening of stores and increased mobility following the easing of restrictions were the main reasons behind the category's strong performance. Austria is a sporty country, with its residents participating in a wide variety of sport and outdoor activities. Being a small country with easy access to the Alpine mountains, skiing and mountaineering are very popular with consumers in Austria. Skiing is...

Euromonitor International's Sportswear in Austria 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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