

Sportswear in Sweden

Market Direction | 2023-01-09 | 18 pages | Euromonitor

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Report description:

In 2022, sports apparel witnessed a stronger performance than sports footwear with sports-inspired categories driving both retail volume and current value sales. As consumers began to return to pre-pandemic patterns of indoor training and team sports activities, performance and sports-inspired categories registered stronger value growth compared to 2021. Outdoor sportswear saw little change in growth rates in 2022 after being the leading sportswear category in the previous year. Swedes have becom...

Euromonitor International's Sportswear in Sweden 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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Direct-to-consumer and online sales witness growth in sportswear

Performance apparel and footwear bolsters position of leading sportswear retailers

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Summary 1 Research Sources

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