

Sportswear in India

Market Direction | 2023-01-18 | 19 pages | Euromonitor

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Report description:

According to Euromonitor International's Economies and Consumers data, as of 2022 women comprised 48% of the population in India, which translates into 666 million women. Taking note of this large population base, which has also been becoming increasingly health-conscious, especially since the pandemic, sportswear companies are focusing on tapping into this group, driving the growth of sportswear. Women were previously not very active when it came to joining fitness centres or gyms, as they were...

Euromonitor International's Sportswear in India 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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Cross-selling opportunities emerge for brands as consumers prioritise health and wellness

Aditya Birla Fashion & Retail takes an aggressive position in sportswear

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Sustainability to continue gaining momentum during the forecast period

India's performance at international sporting events to benefit sportswear during the forecast period

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