

Sportswear in the Philippines

Market Direction | 2023-02-01 | 19 pages | Euromonitor

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Report description:

The resumption of normal lifestyles as the immediate threat from COVID-19 was perceived to have receded has supported growth in sportswear, as many people have returned to regular engagement in sport and physical exercise, including going to the gym. Indeed, the prominent health and wellness trend that was driving the increasing participation in regular exercise before the COVID-19 crisis has been bolstered by the experiences of the pandemic. This is not only because of the immediate threat from...

Euromonitor International's Sportswear in Philippines 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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Growth supported by resumption of sports and gym activities

Consumers appreciate versatility, but prices rise

Nike and adidas remain the largest players

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Athleisure to remain an important trend

Outdoor sports as well as organised sports events to help increase sales in future

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