

## **Sportswear in Brazil**

Market Direction | 2023-03-06 | 20 pages | Euromonitor

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### **Report description:**

In 2022, with the resumption of more regular routines outside of the home, an increasing number of Brazilians returned to the office environment and in-person working, at least for some of the week. Therefore, pent-up demand for more formal attire influenced the purchasing decisions of many mid-income consumers. Reviewing wardrobes, especially in light of possible changes in physique after several years of prolonged home seclusion and lack of mobility during the pandemic, Brazilians prioritised...

Euromonitor International's Sportswear in Brazil 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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Major retailers expand their offers of sportswear

Investment in digital environment does not reduce appeal of physical experience

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New sports gaining in popularity can help drive purchases of sportswear

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