

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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Table of Contents:

Sportswear in Brazil
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List Of Contents And Tables

SPORTSWEAR IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite positive performance, sportswear growth is hindered by back-to-work requirements

Major retailers expand their offers of sportswear

Investment in digital environment does not reduce appeal of physical experience

PROSPECTS AND OPPORTUNITIES

Growing participation of women in sports can help diversify offer

New sports gaining in popularity can help drive purchases of sportswear

Sports culture to drive greater awareness of specialised features

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2017-2022

Table 2 Sales of Sportswear by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sportswear: % Value 2018-2022

Table 4 LBN Brand Shares of Sportswear: % Value 2019-2022

Table 5 Distribution of Sportswear by Format: % Value 2017-2022

Table 6 Forecast Sales of Sportswear by Category: Value 2022-2027

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN BRAZIL

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 9 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 14 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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