

Sportswear in Germany

Market Direction | 2023-01-16 | 20 pages | Euromonitor

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Report description:

Sportswear has been one of the most resistant categories within apparel and footwear throughout the pandemic, and in 2022, value sales fully recovered to 2019 levels. Although gyms in Germany suffered considerably when they were forced to close for extended periods during pandemic-related restrictions, physical trainers moved online, with lockdowns seeing Germans adopting home-based and online workouts. For this reason, the recovery of sportswear that began in 2021 across the category continued...

Euromonitor International's Sportswear in Germany 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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