

## **Apparel and Footwear in the Czech Republic**

Market Direction | 2023-11-17 | 89 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

A recovery in consumer demand in 2022 enabled the fashion industry to rebound, although high inflation, geopolitical challenges and the energy crisis affected the cost of living and consumer behaviour in Q4. Although overall business results were less affected by economic instability through much of the year, a decline in retail volume sales over 2022 as a whole was observed due to the weak performance towards the end of the year. This continued in 2023. Following moderate economic activity in 2...

Euromonitor International's Apparel and Footwear in Czech Republic 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: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Apparel and Footwear in the Czech Republic  
Euromonitor International  
November 2023

List Of Contents And Tables

### APPAREL AND FOOTWEAR IN THE CZECH REPUBLIC

#### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### WOMENSWEAR IN THE CZECH REPUBLIC

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite of a drop in 2023, womenswear remains above the 2019 pre-pandemic retail current value sales level  
Victoria's Secret finally opens its first store in the Czech Republic in May 2023  
Menstrual panties gaining wider consumer base

#### PROSPECTS AND OPPORTUNITIES

Women's leggings to see the highest retail value CAGR over the forecast period  
Fast-fashion for women is expected to gain traction despite environmental and sustainability issues  
Second-hand and resale market to continue to challenge womenswear over the forecast period

#### CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023  
Table 14 Sales of Womenswear by Category: Value 2018-2023  
Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023  
Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023  
Table 17 NBO Company Shares of Womenswear: % Value 2019-2023  
Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023  
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023  
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2019-2023  
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2019-2023  
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2020-2023  
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2023-2028  
 Table 28 □Forecast Sales of Womenswear by Category: Value 2023-2028  
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028  
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

## MENSWEAR IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear sees retail sales decrease in both volume and current value terms in 2023

Outerwear and athleisure continue to attract a wider audience

Formal wear reverts to negative retail current value sales trend

#### PROSPECTS AND OPPORTUNITIES

Comfort and convenience are set to influence menswear's performance and development in the forecast period

Omnichannel retailing to grow in importance in the forecast period

The competitive landscape is likely to favour large players

#### CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023  
 Table 32 Sales of Menswear by Category: Value 2018-2023  
 Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023  
 Table 34 Sales of Menswear by Category: % Value Growth 2018-2023  
 Table 35 NBO Company Shares of Menswear: % Value 2019-2023  
 Table 36 LBN Brand Shares of Menswear: % Value 2020-2023  
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023  
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023  
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023  
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023  
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2019-2023  
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023  
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2019-2023  
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2020-2023  
 Table 45 □Forecast Sales of Menswear by Category: Volume 2023-2028  
 Table 46 □Forecast Sales of Menswear by Category: Value 2023-2028  
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028  
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

## CHILDRENSWEAR IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift to economy offerings limits retail value growth

Sustainable products continue to perform well regardless of high inflation

Second-hand shopping is gaining traction among price-sensitive Czech parents

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## PROSPECTS AND OPPORTUNITIES

Declining birth rates set to further cramp demand

E-commerce retail is expected to continue to develop in childrenswear

Booming second-hand and resale demand to limit retail growth rates

## CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

## SPORTSWEAR IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Zalando measures the popularity of sports brands

Intersport aims high with plans to operate more than 50 stores in the Czech Republic

Decathlon introduces reuseable bags

## PROSPECTS AND OPPORTUNITIES

Positive outlook across categories

Activation of D2C strategies

Second-hand market to challenge growth of sneakers and active wear

## CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

## JEANS IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resale and second-hand market challenges especially premium and super premium brands

High-rise straight jeans and boot cut jeans are back in fashion

Levi's opens the largest outlet in Europe in the Fashion Arena

## PROSPECTS AND OPPORTUNITIES

Changes in work dress codes to support retail volume sales

Growing athleisure trend could limit the growth in demand for jeans

Eco-friendly credentials set to gain momentum

## CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023  
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023  
Table 71 Sales of Men's Jeans by Category: Value 2018-2023  
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023  
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023  
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023  
Table 75 □Sales of Women's Jeans by Category: Value 2018-2023  
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023  
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2018-2023  
Table 78 □NBO Company Shares of Jeans: % Value 2019-2023  
Table 79 □LBN Brand Shares of Jeans: % Value 2020-2023  
Table 80 □Forecast Sales of Jeans by Category: Volume 2023-2028  
Table 81 □Forecast Sales of Jeans by Category: Value 2023-2028  
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028  
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028  
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028  
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2023-2028  
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028  
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028  
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028  
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2023-2028  
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028  
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

#### HOSIERY IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Functional hosiery performs well

Inflation and rising prices have a further negative impact on retail volume sales of sheer hosiery

Dedoles reports slow recovery after sharp fall in 2022

##### PROSPECTS AND OPPORTUNITIES

Biodegradable materials to push development and growth

Unit price of hosiery expected to see increase in current terms

Local hosiery players have to fully unlock their potential

##### CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023  
Table 93 Sales of Hosiery by Category: Value 2018-2023  
Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023  
Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023  
Table 96 NBO Company Shares of Hosiery: % Value 2019-2023  
Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023  
Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028  
Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028  
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028  
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

#### APPAREL ACCESSORIES IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

?Other? apparel accessories, specifically face masks, weighs down the whole category

Hats/caps and ties benefit from tourism and social events, respectively, to see retail current value growth

Fragmentation of the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Weak outlook for the early forecast period but outdoor and active lifestyles to increasingly offer growth potential

Emphasis on using new eco-friendly materials

Second-hand market to exert pressure on retail sales

#### CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

#### FOOTWEAR IN THE CZECH REPUBLIC

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary climate impacts both retail value and volume sales of footwear

NaBoso opens another store in Brno and plans a clinic

Vasky provides Botas with a new lease of life

#### PROSPECTS AND OPPORTUNITIES

Sneakers trend to continue to gain momentum

Footwear is set to bounce back to see retail volume and value growth

Children's footwear is set to be fastest-growing category

#### CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Apparel and Footwear in the Czech Republic**

Market Direction | 2023-11-17 | 89 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com