

Sportswear in Canada

Market Direction | 2023-11-17 | 18 pages | Euromonitor

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Report description:

Sportswear registers healthy growth in 2023, building on significant gains from the previous year. Growth moderates as consumer demand transitions back to standard drivers after the pandemic years, where athleisure and sportswear were favoured for comfort during increased time spent at home. The year 2023 witnesses a return to historical spending levels, amplified by the ongoing casualisation trend. Brands capitalise on growth opportunities, exemplified by the US athleisure brand Alo Yoga, which...

Euromonitor International's Sportswear in Canada 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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