

Sportswear in China

Market Direction | 2023-11-14 | 18 pages | Euromonitor

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Report description:

The massive lockdowns and widespread COVID-19 infections in 2022 weighed down sales of sportswear in China, which registered a slight current value decline in this year. Nevertheless, outdoor apparel and footwear kept outperforming the overall category, given the small value base and outdoor fever in China. Performance apparel and footwear, especially performance footwear, also showed strong resilience, thanks to the high stickiness of consumers in sports such as running and basketball.

Euromonitor International's Sportswear in China 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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Euromonitor International
November 2023

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