

Sportswear in Denmark

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

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Report description:

Sportswear value sales continued to rise in 2023, although much of this growth was driven by inflation and price increases. Consumers have made cut backs on sportswear, as in many other major categories, as disposable incomes are squeezed. Danish consumers are still keen to stay active and support their health, but investment in sportswear has decreased amid the cost of living crisis. During the COVID-19 pandemic, many consumers became less physically active as gyms and other sports facilities c...

Euromonitor International's Sportswear in Denmark 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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SPORTSWEAR IN DENMARK

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Current value growth supported by price increases

Sports-inspired apparel leads the category

E-commerce accounts for one-quarter of all value sales

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Less formal work attire to fuel demand for sportswear

Competition to intensify in e-commerce landscape

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