

Sportswear in Austria

Market Direction | 2023-11-27 | 19 pages | Euromonitor

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Report description:

Sportswear in Austria is starting to show signs of saturation after an excellent recovery from the Coronavirus (COVID-19) pandemic. Many consumers purchased sportswear/athleisure for comfort and ease during long periods at home in the wake of lockdowns. They continued to purchase these items as the COVID-19 situation eased and lifted amid a health-driven sports and exercise boom. Thus, by the end of the review period, consumers had less "need" to buy new sports apparel and footwear. Nonetheless,...

Euromonitor International's Sportswear in Austria 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
November 2023

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