

## **Sportswear in Poland**

Market Direction | 2023-11-27 | 18 pages | Euromonitor

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### **Report description:**

Despite Poland's sustained high inflation in 2023, the prices for sports and sports-inspired clothing continued their upward trajectory, albeit at a slower pace than in 2022. Consequently, sportswear experienced significant sales growth in value terms. Notably, performance apparel emerged as the fastest-growing category, propelled by a resurgence in gym attendance and sports activities following the lifting of all COVID-19-related restrictions. Moreover, the burgeoning trend of health-conscious...

Euromonitor International's Sportswear in Poland 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.

## Table of Contents:

Sportswear in Poland  
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### List Of Contents And Tables

#### SPORTSWEAR IN POLAND

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

High inflation boosts value sales growth in sportswear

Multinationals maintain dominance in sportswear

Sustainability drives innovation in sportswear

##### PROSPECTS AND OPPORTUNITIES

Athleisure trend set to sustain demand

E-commerce growth and emphasis on mobile commerce

Production costs to drive price increases

##### CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023

Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 Distribution of Sportswear by Format: % Value 2018-2023

Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

#### APPAREL AND FOOTWEAR IN POLAND

##### 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 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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##### SOURCES

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## Summary 1 Research Sources

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