

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.

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