

Sportswear in Portugal

Market Direction | 2023-11-30 | 19 pages | Euromonitor

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Report description:

Although the short-term impact on sportswear was negative due to lockdowns and restrictions, COVID-19 has boosted consumers' interest in health and fitness. The pandemic has increased consumers' interest in long-term health, with a rising number of Portuguese consumers practising a sporting activity on a more regular basis, often running, cycling or hiking. Portugal benefits from good weather conditions, favouring outdoor activity, while many consumers appreciate that these are free and can be p...

Euromonitor International's Sportswear in Portugal 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.

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The rising athleisure trend bolsters sales of trainers, as comfort rules

Established players face growing competition from upcoming brands

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The athleisure trend remains popular as consumers preference comfort?

Fast-fashion will increasingly focus on launching performance sportswear

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