

Sportswear in Sweden

Market Direction | 2023-11-30 | 18 pages | Euromonitor

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Report description:

Despite facing a high degree of maturity, in 2023, sportswear will continue to display faster growth than the overall apparel and footwear industry. Sportswear performed relatively well during COVID-19, with consumers taking an even larger interest in their health than before. Additionally, social distancing restrictions boosted outdoor-oriented apparel and footwear. With the return to normal following the pandemic, sports-inspired apparel and footwear received an upswing, with social and work e...

Euromonitor International's Sportswear in Sweden 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 SWEDEN

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Following COVID-19, an increasing interest in sports aids sales on the landscape

Players focus on an omnichannel approach and advancements in digitalisation

International sportswear players lead, focusing on brand extensions

PROSPECTS AND OPPORTUNITIES

Growth benefits from physical activities becoming part of everyday life

Innovation in sportswear will drive retail value sales across the forecast period

A focus on quality will drive retail value growth across the forecast period

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