

## **Sportswear in Germany**

Market Direction | 2023-12-14 | 19 pages | Euromonitor

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### **Report description:**

Sportswear in Germany had a shy start to 2023, after the last quarter of 2022, when consumer confidence was at a record low. Despite initial pessimism about the economy in 2023, given the spike in energy prices, winter was less rigorous than expected. Inflation has stayed high during the year, which is set to contribute to value growth in sportswear in 2023. Nevertheless, volume sales are expected to remain far from the 2019 level.

Euromonitor International's Sportswear in Germany 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](mailto:support@scotts-international.com)

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