

Sportswear in India

Market Direction | 2024-02-05 | 20 pages | Euromonitor

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Report description:

The demand for sportswear experienced a substantial surge in the post-COVID-19 era, driven by a shift in consumer preference towards adopting a healthier and fitness-oriented lifestyle in India. This transformation is evident in the growing emphasis on fitness and wellness, with individuals from diverse age groups and backgrounds now incorporating regular exercise and physical activity into their daily routine. According to Euromonitor International's Voice of the Consumer: Lifestyles survey 202...

Euromonitor International's Sportswear in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 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 2028 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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Sales of sportswear surge as Indian consumers prioritise an active lifestyle

adidas signs a sponsorship deal with BCCI for Indian cricket team jerseys

Brands embrace casualisation amidst the rising popularity of athleisure clothing

PROSPECTS AND OPPORTUNITIES

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Sportswear brands to refine their strategies to engage the younger consumer demographic

D2C brands are striving to build a niche in sportswear

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