

Beyond the Game: The Transformation of Women's Sportswear

Global Strategy | 2024-08-27 | 39 pages | Euromonitor

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Report description:

The report provides insights into current trends, consumer preferences, emerging opportunities and competitive landscape in the women's sportswear market. Understanding these trends helps companies in making informed decisions about how to differentiate in a growing space.

Euromonitor International's Beyond the Game: The Transformation of Women's Sportswear global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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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