

Sportswear in the US

Market Direction | 2024-11-12 | 21 pages | Euromonitor

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Report description:

While the retail current value growth rate of sportswear slowed in 2023 due to surging inflationary pressures, the cooling inflation rate and stabilising unit prices are expected to contribute to an increase in growth for sportswear in the US in 2024. Since 2021, sportswear has consistently outperformed non-sports apparel and footwear, and 2024 is set to be another successful year, with over 4% year-on-year growth in retail current value terms. Several key factors underpin this resilience, inclu...

Euromonitor International's Sportswear in USA 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.

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