

Sportswear in China

Market Direction | 2024-11-18 | 19 pages | Euromonitor

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Report description:

Sportswear in China is projected to experience solid retail current value growth in 2024, reflecting a continuation of the steady progress observed in recent years. Following a post-pandemic rebound in 2023, overall apparel and footwear in China has reached relative saturation in 2024. However, sportswear is expected to continue to outperform the broader industry, albeit at a slightly slower pace than in 2023. The uncertain macroeconomic environment, coupled with the ongoing impact of the pandem...

Euromonitor International's Sportswear in China 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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