

## **Sportswear in Spain**

Market Direction | 2024-11-22 | 19 pages | Euromonitor

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### **Report description:**

Sportswear continued to enjoy current value growth in 2024 but at a slower rate than seen in the previous year of the review period. This slowdown was largely due to the challenging economic situation, with elevated inflation and high interest rates leading many Spaniards to reduce their discretionary spending on nonessentials such as sportswear. However, local consumers are becoming increasingly interested in sports and fitness, a trend facilitated in part by the COVID-19 pandemic, which highli...

Euromonitor International's Sportswear in Spain 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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Slower growth for sportswear in 2024, despite keen interest amongst Spaniards in sport and fitness

Mainstream players increasingly invest in sportswear ranges

Key player Decathlon invests in new store concepts to entice local consumers

##### PROSPECTS AND OPPORTUNITIES

An uncertain economic outlook will impede the recovery of sportswear to some extent

Continuation of athleisure trend provides an opportunity for sportswear manufacturers

Players will upgrade the physical store experience as they seek to differentiate themselves

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