

Sportswear in the Philippines

Market Direction | 2024-11-22 | 18 pages | Euromonitor

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Report description:

In the Philippines, sportswear has traditionally been purchased for athletic or sports-related activities. However, in recent years, there has been a noticeable shift in consumer behaviour, with individuals purchasing sportswear not only for use during physical activities but also for casual and travel needs. Major sportswear brands like Puma and Adidas are contributing to this shift through collaborations with influencers and fashion icons. One notable example has been the "Adidas Japan" campaign...

Euromonitor International's Sportswear in Philippines 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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