

## **Sportswear in Colombia**

Market Direction | 2024-11-25 | 18 pages | Euromonitor

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### **Report description:**

In 2023, sportswear in Colombia demonstrated remarkable resilience, continuing to show sustained growth in 2024. This category outperformed other areas in apparel and footwear, although the broader economic environment presents significant challenges. Rising inflation, a shrinking workforce, and economic uncertainties have eroded consumer confidence, leading to more cautious spending habits. Despite these challenges, the streetwear trend, particularly among Generation Z and millennials, remains...

Euromonitor International's Sportswear in Colombia 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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##### SOURCES

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## Summary 1 Research Sources

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