

## **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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## Table of Contents:

Sportswear in Colombia  
Euromonitor International  
November 2024

List Of Contents And Tables

### SPORTSWEAR IN COLOMBIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Resilient growth in sportswear amidst economic challenges

Concept stores likely to be a growing feature of the retail landscape

Mainstream players invest in concepts to entice customers

#### PROSPECTS AND OPPORTUNITIES

New brands expected to enter the market

Performance drives sportswear into the forecast period

Omnichannel shows promise in sportswear

#### CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2019-2024

Table 2 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Sportswear: % Value 2020-2024

Table 4 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 5 Distribution of Sportswear by Format: % Value 2019-2024

Table 6 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

### APPAREL AND FOOTWEAR IN COLOMBIA

#### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 9 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 14 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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