

Sportswear in Denmark

Market Direction | 2024-11-25 | 17 pages | Euromonitor

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Report description:

Sportswear posted solid current value growth in 2024 with demand picking up in line with lower inflation and improved consumer confidence. After making cutbacks in 2023, consumers were more inclined to make sportswear purchases. Danish consumers are drawn to sportswear for wearing during sports and exercise, with the international brands creating high levels of aspirations towards such clothing. The ongoing health and wellness trend is causing more consumers to join a gym or do other forms of re...

Euromonitor International's Sportswear in Denmark 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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SPORTSWEAR IN DENMARK

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Sportswear volume sales rise as the economy improves

Sports-inspired apparel and footwear is still in high demand

E-commerce retail sales will continue to rise

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