

Sportswear in Egypt

Market Direction | 2024-11-25 | 19 pages | Euromonitor

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Report description:

Sportswear faced several obstacles in 2024, including price hikes exceeding 30% in the first half of the year, an economic slowdown, inflation, and the devaluation of the Egyptian pound in March. Import complications due to customs delays and limited access to foreign currency further hampered inventory availability. These factors collectively drove up costs, leading to decreased sales and participation in fitness activities.

Euromonitor International's Sportswear in Egypt 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Sportswear in Egypt
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List Of Contents And Tables

SPORTSWEAR IN EGYPT

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic slowdown negatively affects demand for sportswear in 2024

Premiumisation remains in demand

Support local: The rise of homegrown sportswear brands

PROSPECTS AND OPPORTUNITIES

Heightened health consciousness and active lifestyles to support demand for sportswear in future

adidas Group leads sportswear in Egypt

Sports-inspired apparel is taking over

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 EGYPT

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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