

Sportswear in Australia

Market Direction | 2024-12-19 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Sportswear in Australia continues to record a strong performance in 2024, with 6% retail value growth to reach AUD7.0 billion. Despite experiencing decline immediately after the emergence of the pandemic, sportswear remains a standout category in terms of the strength of its performance across the review period, recording a 7% current value CAGR overall. Within sportswear, outdoor footwear (7%) and performance apparel and footwear (6% each) are particularly dynamic, as Australians look to reinvi...

Euromonitor International's Sportswear in Australia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sportswear in Australia
Euromonitor International
December 2024

List Of Contents And Tables

SPORTSWEAR IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear in Australia continues its strong performance in 2024
Competition for incumbents as challengers record strong performances
"Fashion Olympics" turn heads in Paris, while local fans emulate their favourite sporting stars through replica sportswear capsule collections

PROSPECTS AND OPPORTUNITIES

Future demand likely to be driven by fashion, fandom and functionality
Economic landscape poses significant challenges to category's value growth
Australian enviro-tech startup partners with global athleisure giant to help shape the future of nylon recycling

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 AUSTRALIA

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024
Market polarisation, DEI and sustainability emerge as key trends in 2024
Mergers and disruptive DTC models shape competitive landscape
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sportswear in Australia

Market Direction | 2024-12-19 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com