

## **Sportswear in Poland**

Market Direction | 2024-12-09 | 18 pages | Euromonitor

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### **Report description:**

adidas Poland Sp saw a strong recovery in sportswear sales over 2024 as the brand rebounded from prior challenges. With the appointment of a new CEO, the brand implemented strategic changes that reinforced its leadership position, supported by its e-commerce operations and strong brand image. As interest in health and fitness grows among Poles, adidas has capitalised on this trend with its performance sportswear performing well. With a robust in-store presence and marketing campaigns tailored to...

Euromonitor International's Sportswear in Poland 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 Poland  
Euromonitor International  
December 2024

List Of Contents And Tables

### SPORTSWEAR IN POLAND

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

adidas Poland sees strong recovery in value share  
Price sensitivity drives importance of discounts  
Sportswear offers dual benefits of comfort and casual fashion

#### PROSPECTS AND OPPORTUNITIES

Blurred lines between performance and sports-inspired apparel  
Local brands likely to gain traction as domestic access to technology improves  
Design will matter more especially in the context of social media

#### 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 POLAND

#### 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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#### SOURCES

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