

## **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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Sportswear offers dual benefits of comfort and casual fashion

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