

Sportswear in Austria

Market Direction | 2025-01-15 | 19 pages | Euromonitor

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Report description:

In 2024, while the sportswear sector in Austria saw slower growth compared to 2023, it continued to demonstrate resilience, maintaining strong performance despite a relatively challenging year for the broader apparel and footwear markets. One of the key drivers of sales was the ongoing rise of sports-inspired footwear, which recorded strong retail value growth of 4%. This growth was primarily driven by consumers' increasing demand for comfort and versatility in their footwear choices.

Euromonitor International's Sportswear in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024 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 2029 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.

Table of Contents:

Sportswear in Austria
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List Of Contents And Tables

SPORTSWEAR IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear continues to record growth despite economic challenges in Austria

Puma SE retains its lead while H&M increases its share through affordable price points

The continued rise of retail e-commerce for sales of sportswear in Austria

PROSPECTS AND OPPORTUNITIES

Ongoing growth expected to be driven by the active ageing population and social media marketing

Technological and sustainable innovations will shape sportswear across the forecast period

Growth of second-hand sportswear and resale platforms across the next five years

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 AUSTRIA

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

Scotts International. EU Vat number: PL 6772247784

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Summary 1 Research Sources

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