

## **Sportswear in Austria**

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

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### **Report description:**

In 2024, while the sportswear in 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.

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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  
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