

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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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 with 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

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