

## **Sportswear in Sweden**

Market Direction | 2025-01-28 | 19 pages | Euromonitor

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### **Report description:**

Across the review period, sportswear in Sweden outperformed the broader apparel and footwear industry. However, the segment has undergone a correction following the record sales levels seen, especially post-COVID-19, when interest in comfort, health and wellness rose. This correction continued into 2024, with sportswear recording a decline in retail value and volume sales.

Euromonitor International's Sportswear in Sweden 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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