

Sportswear in Ukraine

Market Direction | 2025-01-14 | 19 pages | Euromonitor

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Report description:

Sportswear saw strong current value growth in Ukraine in 2024. However, the sportswear category is not able to perform at its full potential during the ongoing war in Ukraine. While the channel continues to see sales rise in value terms, this is largely a result of unit price growth as the role of outdoor markets and thus unbranded or fake sportswear diminishes. A large proportion of Ukrainian men, the core consumer base for sportswear, have been mobilised and equipped with military clothes. More...

Euromonitor International's Sportswear in Ukraine 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.

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