

Sportswear in Portugal

November 2023

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Sportswear in Portugal - Category analysis

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2023 DEVELOPMENTS

COVID-19 reinforces Portuguese consumers interest in health and fitness

The rising athleisure trend bolsters sales of trainers, as comfort rules

Established players face growing competition from upcoming brands

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Sportswear posts positive volume growth, driven by rising interest in activities

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Fast-fashion will increasingly focus on launching performance sportswear

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