

# Sportswear in Western Europe

August 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe the third biggest regional sportswear market

Swift rebound from year-earlier decline for sportswear in 2021

Strong rebounds for the UK and Italy in 2021

Sports-inspired footwear most dynamic over the historic period

Sports-inspired footwear the main generator of new revenue in 2016-2021

Sportswear sales bounce back into positive territory in 2021

Sports good stores continue to lead sportswear sales...

...but lose a lot of share to e-commerce during the pandemic

## LEADING COMPANIES AND BRANDS

Sportswear a relatively fragmented competitive landscape

Nike and adidas remain the clear leaders in Western European sportswear

France, Germany and the UK the main revenue generators for the top 10 players

No changes in the top five brand rankings in 2016-2021

## FORECAST PROJECTIONS

Further positive growth expected for sportswear in Western Europe

Environmental concerns expected to be increasingly seen among consumers

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sportswear-in-western-europe/report](http://www.euromonitor.com/sportswear-in-western-europe/report).