KEY DATA FINDINGS

2022 DEVELOPMENTS
Sports development continues to support sportswear
Entertainment and Tourism supports growth
Global brands continue to dominate sales of sportswear as FILA enters the market

PROSPECTS AND OPPORTUNITIES
Government initiatives set to support growth
Athleisure is here to stay
New technologies and innovations could shake up the marketplace

CATEGORY DATA
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Table 3 - NBO Company Shares of Sportswear: % Value 2018-2022
Table 4 - LBN Brand Shares of Sportswear: % Value 2019-2022
Table 5 - Distribution of Sportswear by Format: % Value 2017-2022
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Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY
Apparel and footwear in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA
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SOURCES
Summary 1 - Research Sources

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