Euromonitor International

Sportswear in the Czech Republic

January 2026

Table of Contents

Sportswear in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Solid growth for sportswear as consumers look for comfort and style in daily wear apparel

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sportswear sees solid growth due to increasing health awareness

Sustainability and niche offerings are reshaping sportswear

Chart 2 - Brands Expand Eco-Friendly Sportswear Lines

AI and advanced materials propel technological innovation in sportswear

Chart 3 - Innovation in Materials Drives Demand for Premium and Eco-Friendly Products

WHAT'S NEXT?

Growth will be driven by consumers' desire for comfort and healthy living

Second-hand market and technological innovation set to shape future performance

COMPETITIVE LANDSCAPE

Top players maintain their lead through innovation and expansion

Private label sees growth from a low base

Chart 4 - Increasing Number of Local Private Label Lines

Mergers and new product launches set to reshape the competitive dynamics

CHANNELS

Sports goods stores leads sales of sportswear, but omnichannel retailing increases

Direct-to-consumer brands thrive online by offering personalised experiences

Chart 5 - Analyst Insight

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Economic factors drive growth in 2025, while sustainability shapes sales

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Positive retail results and growing market polarisation

Chart 7 - Strong Promotional Events Drive Retail Value Sales

Apparel dominates sales, driven by consumer preference and the wider range of products

Sustainability and resale trends shape consumer behaviour

Chart 8 - Sustainability Trend Offers Opportunities and Challenges

Resale and rental trend limits growth of primary sales

Chart 9 - Resale and Rental Limits the Growth of Apparel and Footwear

WHAT'S NEXT?

Apparel will remain dominant, but sportswear expected to gain traction

AI to revolutionise apparel and footwear, offering enhanced experiences and efficiency

Regulatory changes, affordability and sustainability to shape the future

COMPETITIVE LANDSCAPE

LPP and Pepco maintain their lead despite new entrants
New entrants underscore the resilience and appeal of apparel and footwear
Emerging trends and opportunities in a changing landscape
Chart 10 - Analyst Insight

CHANNELS

Bricks-and-mortar stores remain irreplaceable for many Czech consumers
Retail e-commerce drives growth, with a rising share of online sales
Partnerships to impact the distribution landscape in apparel and footwear

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in the Czech Republic 2025
Chart 14 - Consumer Landscape in the Czech Republic 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

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-the-czech-republic/report.