KEY DATA FINDINGS

2022 DEVELOPMENTS
Athleisure trend continues to sustain sales of sportswear
Increased interest in outdoor activities boosts demand for functional sports apparel
Local brands launch affordable and stylish sportswear lines to compete with leading brands

PROSPECTS AND OPPORTUNITIES
Sports-inspired trend set to continue as fashion and activewear increasingly connect
Shifting perception of body image to boost sportswear
Leading players revamping stores to improve customer experience

CATEGORY DATA
Table 1 - Sales of Sportswear by Category: Value 2017-2022
Table 2 - Sales of Sportswear by Category: % Value Growth 2017-2022
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
Table 6 - Forecast Sales of Sportswear by Category: Value 2022-2027
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
Table 8 - Sales of Apparel and Footwear by Category: Volume 2017-2022
Table 9 - Sales of Apparel and Footwear by Category: Value 2017-2022
Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022
Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2017-2022
Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2018-2022
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Table 14 - Distribution of Apparel and Footwear by Format: % Value 2017-2022
Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2022
Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027
Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2022-2027
Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027
Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources
spanning 210 national markets.

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