Euromonitor International

Sportswear in Ukraine

January 2025

Table of Contents

Sportswear in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased unit prices drive value growth
Sportswear remains an important fashion choice
International brands out in front

PROSPECTS AND OPPORTUNITIES

Future performance dependent on duration of war
Sports-inspired products to remain popular for convenience, comfort and style
Consolidation expected in forecast period

CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2019-2024
Table 2 - Sales of Sportswear by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Sportswear: % Value 2020-2024
Table 4 - LBN Brand Shares of Sportswear: % Value 2021-2024
Table 5 - Distribution of Sportswear by Format: % Value 2019-2024
Table 6 - Forecast Sales of Sportswear by Category: Value 2024-2029
Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 9 - Sales of Apparel and Footwear by Category: Value 2019-2024
Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 14 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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-ukraine/report.