

# Sportswear in India

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of sportswear surge as Indian consumers prioritise an active lifestyle  
adidas signs a sponsorship deal with BCCI for Indian cricket team jerseys  
Brands embrace casualisation amidst the rising popularity of athleisure clothing

#### PROSPECTS AND OPPORTUNITIES

Sports footwear will continue to outperform sports apparel in the forecast period  
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