

Sportswear in the United Kingdom

November 2023

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Sportswear in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear continues to see another year of strong growth
Sports footwear continues to outperform sports apparel
Casualisation trend continues to have a positive impact on demand

PROSPECTS AND OPPORTUNITIES

Technical outerwear to propel outdoor apparel in the UK
Sportswear will remain a viable category for product mix expansion
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