

# Sportswear in the US

November 2023

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## Sportswear in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sportswear continues to outperform non-sportswear in challenging times  
Sports footwear outpaces sports apparel, in contrast to the situation in apparel and footwear more broadly  
Continued consumer shift: Sportswear as everyday fashion

#### PROSPECTS AND OPPORTUNITIES

Sportswear will continue to outshine non-sportswear, yet faces deceleration  
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