

Sportswear in India

February 2024

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Sportswear in India - Category analysis

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
Sportswear brands to refine their strategies to engage the younger consumer demographic
D2C brands are striving to build a niche in sportswear

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