

Sportswear in Western Europe

August 2022

Table of Contents

INTRODUCTION

Scope
Key findings

REGIONAL OVERVIEW

Western Europe the third biggest regional sportswear market
Swift rebound from year-earlier decline for sportswear in 2021
Strong rebounds for the UK and Italy in 2021
Sports-inspired footwear most dynamic over the historic period
Sports-inspired footwear the main generator of new revenue in 2016-2021
Sportswear sales bounce back into positive territory in 2021
Sports good stores continue to lead sportswear sales...
...but lose a lot of share to e-commerce during the pandemic

LEADING COMPANIES AND BRANDS

Sportswear a relatively fragmented competitive landscape
Nike and adidas remain the clear leaders in Western European sportswear
France, Germany and the UK the main revenue generators for the top 10 players
No changes in the top five brand rankings in 2016-2021

FORECAST PROJECTIONS

Further positive growth expected for sportswear in Western Europe
Environmental concerns expected to be increasingly seen among consumers

COUNTRY SNAPSHOTS

Austria: Market Context
Austria: Competitive and Retail Landscape
Denmark: Market Context
Denmark: Competitive and Retail Landscape
France: Market Context
France: Competitive and Retail Landscape
Germany: Market Context
Germany: Competitive and Retail Landscape
Italy: Market Context
Italy: Competitive and Retail Landscape
Netherlands: Market Context
Netherlands: Competitive and Retail Landscape
Norway: Market Context
Norway: Competitive and Retail Landscape
Portugal: Market Context
Portugal: Competitive and Retail Landscape
Spain: Market Context
Spain: Competitive and Retail Landscape
Sweden: Market Context
Sweden: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape
UK: Market Context
UK: Competitive and Retail Landscape

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-western-europe/report.