

Sportswear in Colombia

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Abstracts

Brand loyalty remains a prominent aspect in the Colombian sportswear industry, with consumers often expressing strong preferences for established global brands, such as Nike and adidas due to their reputation for quality and performance. However, consumers who are becoming increasingly price-conscious actively seek promotions and discounts to make their sportswear purchases more affordable. As a result, brands and retailers in Colombia are strategically using promotions and sales events to attra...

Euromonitor International's Sportswear in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Sportswear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Sportswear in Colombia
Euromonitor International
November 2023

LIST OF CONTENTS AND TABLES

SPORTSWEAR IN COLOMBIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports enthusiasts seek deals on their preferred sportswear brands
Channel loyalty on the wane as consumers enjoy exploring a variety of channels
Social media plays a vital role in shaping sportswear choices

PROSPECTS AND OPPORTUNITIES

Sportswear continues to be used as everyday wear
Brand innovation remains a driving force for sales over the forecast period
Contraband continues to threaten sales of legitimate sportswear brands

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023
Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Sportswear: % Value 2019-2023
Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023
Table 5 Distribution of Sportswear by Format: % Value 2018-2023
Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028
Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN COLOMBIA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth
2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth
2023-2028

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SOURCES

Summary 1 Research Sources

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