

# Sportswear in Germany

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## Abstracts

Sportswear in Germany had a shy start to 2023, after the last quarter of 2022, when consumer confidence was at a record low. Despite initial pessimism about the economy in 2023, given the spike in energy prices, winter was less rigorous than expected. Inflation has stayed high during the year, which is set to contribute to value growth in sportswear in 2023. Nevertheless, volume sales are expected to remain far from the 2019 level.

Euromonitor International's Sportswear in Germany 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 Germany  
Euromonitor International  
December 2023

### **LIST OF CONTENTS AND TABLES**

SPORTSWEAR IN GERMANY  
KEY DATA FINDINGS

#### **2023 DEVELOPMENTS**

A slow jog to recovery for sportswear  
Alignment with sustainability and social activism is gaining importance  
Cost pressures are being felt by consumers

#### PROSPECTS AND OPPORTUNITIES

Private label grows as an alternative to sportswear brands  
Alignment with sustainability to gain more importance  
Casualisation of fashion drives sportswear into the forecast period

#### 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 GERMANY

#### 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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