

Sportswear in Ukraine

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Abstracts

As in other categories of apparel and footwear, sales of sportswear were negatively impacted by the closure of non-essential retail stores and gyms in 2020 to tackle the spread of COVID-19. A fall in consumer confidence also negatively impacted sales. However, sportswear proved more resilient compared to areas such as menswear and womenswear as more Ukrainians took up sports during the lockdown. Many were concerned about gaining weight at a time of stress, when activity away from home was limited...

Euromonitor International's Sportswear in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020 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 2025 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.

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