

Europe Sports Apparel Market (2016-2022)

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Abstracts

Changing lifestyles and demand for unique products have driven the masses to opt for durable and comfortable apparel. This shift in trend would significantly contribute to the growth of the Europe sports apparel market. Innovative marketing activities coupled with creative advertising and brand positioning would have a lasting impact on the market during the forecast period. Superior functionality and properties of sports apparel would drive the market. Growing inclination to participate in sporting events would also add to the market growth.

Sports events such as FIFA World Cup, Cricket World Cup and Olympics have further contributed to the demand for sports apparels. Women have also shown interest in various forms of sports, which a huge positive to the market growth.

The Europe sports apparel market has significantly grown in the last few years due to rising awareness about health and growing inclination to fitness activities such as aerobics, swimming, running, yoga and others. Rapid growth in the number of woman inclined to sports and fitness activities has also contributed to the market growth.

The report highlights the adoption of Sports Apparel in Europe. Based on the End User, the Europe Sports Apparel Market is segmented into Men, Women and Children segment. Based on the Mode of Sale, the market is bifurcated into Retail and Online segment. According to the Retail type, the market is segmented into Supermarket, Brand Outlets and Discount Stores segments. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key companies profiled in the report includes Under Armour, Inc., Adidas AG, Nike, Inc., Puma, Ralph Lauren Corporation, Umbro, Fila, Lululemon Athletica Incorporation, New Balance Athletic Shoe, and Columbia Sportswear Company.

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