



**Euromonitor  
International**

# Sportswear in Chile

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Chileans favour durable, branded sportswear despite economic uncertainty
- Attracting Chilean football fans through athlete sponsorship
- The growing popularity of outdoor clothing

PROSPECTS AND OPPORTUNITIES

- Government initiatives to boost sports participation across Chile
- The rise of sports-inspired urban fashion among Chile's youth
- Brand loyalty and improved logistics propel online sportswear sales

CATEGORY DATA

- Table 1 - Sales of Sportswear by Category: Value 2019-2024
- Table 2 - Sales of Sportswear by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Sportswear: % Value 2020-2024
- Table 4 - LBN Brand Shares of Sportswear: % Value 2021-2024
- Table 5 - Distribution of Sportswear by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Sportswear by Category: Value 2024-2029
- Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Chile - Industry Overview

EXECUTIVE SUMMARY

- Apparel and footwear in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for apparel and footwear?

MARKET DATA

- Table 8 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 9 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 14 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

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-chile/report](http://www.euromonitor.com/sportswear-in-chile/report).