

# Sportswear in Italy

November 2024

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## Sportswear in Italy - Category analysis

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Positive performance for sportswear as consumers look to follow healthier and more active lives

Rising trend for swimwear

Decathlon invests in rebranding as it looks to adapt to a changing world

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Sportswear faces several challenges but opportunities still remain

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Major sporting events help fuel demand while sustainability concerns are likely to influence company strategies

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## **DISCLAIMER**

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