

# Sportswear in the Czech Republic

November 2024

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#### Sportswear in the Czech Republic - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sportswear experiences renewed surge following a brief dip Social media emerges as a key driver for sales Adidas finds success among Gen Z whilst Rock Point expands with the largest outdoor store in the Czech Republic

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Technological innovations to propel the industry forward Direct-to-consumer (D2C) channels to strengthen Decathlon's commitment to sustainability

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