

Sportswear in the Czech Republic

November 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

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

Apparel and Footwear in the Czech Republic - 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

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SOURCES

Summary 1 - Research Sources

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