



**Euromonitor
International**

Sportswear in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth for sportswear in 2024, despite keen interest amongst Spaniards in sport and fitness
Mainstream players increasingly invest in sportswear ranges
Key player Decathlon invests in new store concepts to entice local consumers

PROSPECTS AND OPPORTUNITIES

An uncertain economic outlook will impede the recovery of sportswear to some extent
Continuation of athleisure trend provides an opportunity for sportswear manufacturers
Players will upgrade the physical store experience as they seek to differentiate themselves

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Apparel and Footwear in Spain - Industry Overview

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