



**Euromonitor
International**

Sportswear in the United Kingdom

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear continues to outperform overall apparel and footwear in the UK
Nike retains leadership but struggles to retain share
Physical stores expand nationwide

PROSPECTS AND OPPORTUNITIES

Harnessing the growth potential of Generation Z and women's health
Retailer complacency could inhibit growth opportunities
Increasing traceability reporting will drive textile development

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 the United Kingdom - 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-the-united-kingdom/report.