

SPORTS GOODS RETAIL MARKET IN POLAND

2021

Market analysis and development forecasts for 2021-2026


IN THE REPORT:

- **Value and dynamics** of apparel and sportswear market in Poland
- **Major trends and other** factors influencing the growth of the sports goods and apparel **market** in Poland
- Analysis of individual market **segments: sports equipment, apparel and footwear**
- **Market growth** forecasts up to and including 2026, including for **individual distribution channels:** sporting goods chains, individual sporting goods stores, Internet, grocery stores
- **Profiles of leading players** and analysis of the competitive environment



WHY IT'S WORTH IT:

- Contains financial data for the largest sporting goods chains in Poland
- Presents the latest data on the fast-growing online channel
- Shows the growth prospects of individual segments
- Gives a consumer perspective on buying sporting goods

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