



# **SPORTS GOODS RETAIL MARKET IN POLAND 2023**

**MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028  
IMPACT OF INFLATION AND WAR IN UKRAINE**



# About the report

## Main objective:

To present a comprehensive analysis of the sports goods retail market in Poland, including sports clothing and sports footwear, sports equipment and accessories, along with its development forecasts.

## Additional objectives:

- to analyse in detail sales channels for sports goods and to present their development forecasts
- to examine thoroughly individual categories of sports goods, including sports clothing, sports footwear, sports equipment and accessories, and to present their development forecasts
- to present key macroeconomic, demand-side, supply-side, technological and legal factors and trends in the sports goods market
- to present the value of individual product categories of sports goods
- to analyse the consumer behaviour of sports goods buyers.

## What can be found in the report?

- market value for 2019-2022 along with its development forecasts until 2028
- market structure for 2019-2022 together with development forecasts until 2028, broken down into sales channels and product categories
- forecast changes in the prices of sports goods and for other macroeconomic and demographic factors
- demand-side, supply-side, legal and technological factors affecting the market
- profile of the sports goods buyer
- major players in the sports goods retail market, including breakdown into sales channels.





# Subject matter and scope

**Time span:**..... 2019 - 2022

**Forecast horizon:**..... 2023 - 2028

**Geographic coverage:**..... Poland

## SCOPE

The report covers the following markets:

- sports goods
- sports clothing
- sports footwear

## SUBJECT MATTER

- market value
- breakdown of the total market value by sales channel: multibrand sports store chains, sports store chains, non-chain sports stores, internet, grocery stores, other (clothing and footwear stores, non-food discounters, open-air markets and marketplaces)
- breakdown of the total market value by category: sports clothing, sports footwear, sports equipment and accessories
- forecasts for the entire market and sales channels
- forecasts for product categories: sports clothing, sports footwear, sports equipment and accessories.





# Additional information

## FORECASTS

Long-term market development forecasts were prepared for the report using econometric models and an 11-year time series.

The forecasts cover the period of 2024-2028. For the year 2023, PMR prepared estimates based on preliminary data and market records for its first three quarters.

In addition to the forecasts for the value of the market, sales channels and product categories, the report also covers forecasts for selected macroeconomic indicators, including:

- per capita GDP and GDP real growth rate
- CPI inflation and sports goods price inflation
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real growth rate for household disposable income in Poland and private consumption
- number of Poland's residents and share of each demographic group

## SURVEY

Profile of the sports goods buyer, including:

- physical activity undertaken and motivation
- participation in sports and competitions
- purchases of sports goods: spontaneity of purchases, frequency of purchases, reasons for shopping
- types of sports goods purchased
- awareness of sports goods brands and purchases of their products
- factors important when selecting the place of purchase
- sports goods purchasing habits



# Benefits of purchasing the

## Why to buy this report, i.e. what important questions it answers:

- What is the value of the sports goods market in Poland?
- What are the prevailing trends in the sports goods market?
- What is the impact of the war in Ukraine and inflation on the sports goods market in Poland?
- What is the real growth rate for the sports goods market?
- What is the share of the clothing, footwear and equipment in the sports goods market?
- What factors influence the sports goods market?

Together with the report, we provide the most important data in the Excel spreadsheet for individual aggregation.







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## Contact us



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