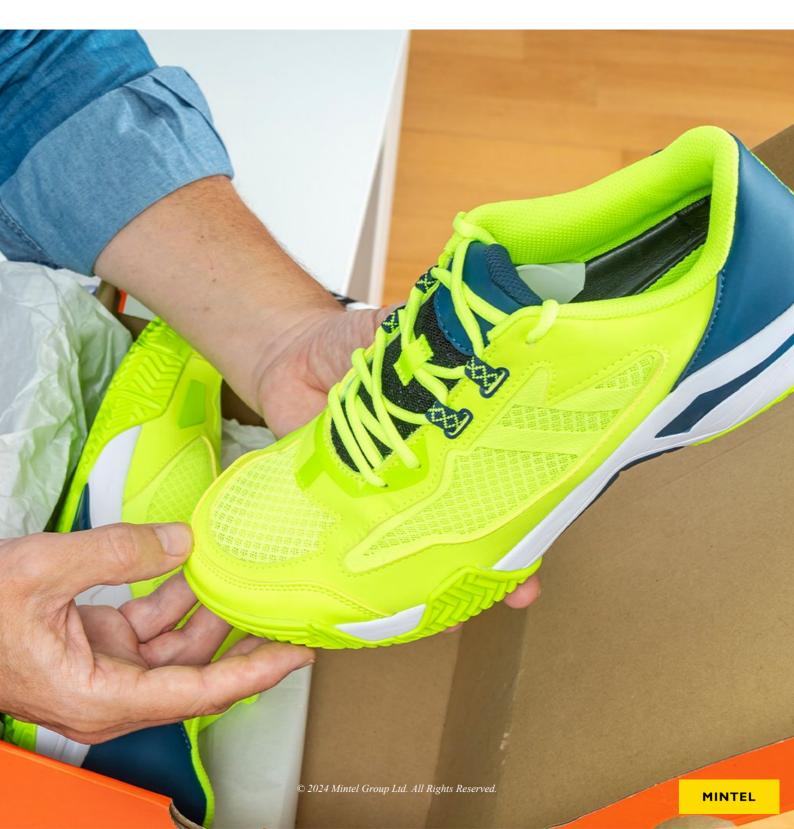
# SPORTS GOODS RETAILING – EUROPE – 2024

Against the backdrop of the cost of living crisis, shifting priorities around loyalty, sustainability, inclusivity and technology bring new opportunities.





# Sports Goods Retailing - Europe - 2024

# This report looks at the following areas:

- The impact of the cost-of-living crisis on the sports goods retailing sector and sports goods spending
- Which retailers and channels people use to buy sports goods
- The role of online
- Interest in sports goods retail innovations among buyers
- The performance of the major sports goods retailers in 2022/23



Against the backdrop of the cost of living crisis, shifting priorities around loyalty, sustainability, inclusivity and technology bring new opportunities.

#### Overview

The sales of specialist sports goods retailers in the 5 leading European economies experienced a deceleration in growth in 2023, following a period of robust double-digit expansion in 2021/22. It is projected that the sector will achieve a growth rate of 4.9% in 2024, with sales anticipated to reach €61.5 bn.

The 2024 Paris Olympic Games present an opportunity to reinvigorate public engagement with sports. The upward trajectory in the athleisure sector, coupled with an increased engagement in sports and a rising trend towards health-conscious living, are forecast to be key catalysts for growth in the foreseeable future.

Loyalty/membership programmes which can serve as a significant differentiator in consumer preference, potentially influencing the choice of one retailer over another.

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Indeed, between 27% (DE) – 41% (IT, ES) would be interested in loyalty schemes/offerings $^*$  from a sports goods retailer.

This growing eco-consciousness presents good prospects for retailers to distinguish themselves through their eco-friendly practices. In Europe, 32% (FR/IT) – 21% (UK) would be interested in sustainable sportswear/sports goods products\*\*.

Specialists are also advised to integrate technology into their innovative offerings which facilitates a competitive edge and aligns with the evolving preference for personalized consumer interactions.

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# Report Content

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- Size? reopens its Parisian boutique

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# Sports Goods Retailing – Europe – 2024

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- · The retailers
- · Decathlon the market leader
- Decathlon acquires online outdoors specialist Bergfreunde
- · Intersport introduces a new strategy: "Grow Together Faster"
- Leading retailers: sales
- Sports Direct: a popular choice for many shoppers
- · Leading retailers: outlets

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- · Nike's new flagship will use digital experiences
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- · French Hoka unveils first UK store in London
- · Running specialist On opens its first UK flagship store
- On reveals its first flagship in Paris
- · Size? reopens its Parisian boutique
- · Experiential retail gains traction
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- Harnessing the power of tech via virtual try-on
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- · Gymshark to launch second store in Westfield
- · Retailers introduce new sustainability concepts
- · Adidas trials a sustainability-focused pop-up
- Decathlon rolls out its buyback service to all UK stores
- · Clothing retailers expanding sports ranges through athleisure
- · Adidas unveils virtual pop-ups on Roblox
- · Nike launches virtual gaming experience on Fortnite, and sends players on a sneaker hunt
- · New partnerships, new opportunities
- · Limited-edition footwear that celebrates different lifestyles
- · Nike collaboration promotes versatile clothing for all the family

# Sports Goods Retailing – Europe – 2024

- Peloton partners with TikTok for exclusive fitness content
- Peloton and Lululemon announce global partnership
- · Adidas shows how vintage revivals can bring comfort to consumers
- Tech-powered innovations JD Sports launches new loyalty app

# **INDIVIDUAL COUNTRY REPORTS**

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- Retail sales
- Financial definitions
- Abbreviations
- VAT rates

## Methodology

· Consumer research methodology

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