

Sports & Outdoor Fashion - UK - December 2018

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"Due to a larger focus on health and wellness, as well as the popularity of trainers, the sports and outdoor fashion retail market has fared well in 2018, somewhat shielded from the troubles that hit the general retail sector in the year. This year has seen even more non-specialists entering the market with their own lines of athleisure as sports and outdoor fashion has become increasingly prevalent."

-Chana Baram, Retail Analyst

This report looks at the following areas:

- Scope for brands and retailers to appeal to a more female audience
- Have we reached peak athleisure?
- How sports and outdoor retailers can stand out

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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