

## Sports Fashion - UK - June 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Growth in the sportswear market in the UK is being driven by a trend for sporty clothing and footwear being worn both for sports and as leisurewear. Women are also showing more interest in the market and brands are responding by designing more stylish female sportswear."

### This report looks at the following areas:

- What is driving growth in the sportswear market?
- How is growing female interest in sportswear changing the market?
- What are the opportunities for growth in the market?

The sportswear market is seeing increased competition as sports brands open stores and clothing retailers including New Look, Topshop and Boohoo all look to grab a share of the sector.

As young people are the biggest sportswear buyers and the most interested in innovation, there are opportunities for sports specialists to stand out in the market as being innovative by selling sports clothing and footwear that incorporates wearable technology. While the market for wearable technology is still niche, there is rising interest in technology that is less visible than a wrist-worn device and doesn't get in the way.

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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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### The Market – What You Need to Know

Sports participation remains flat  
Decrease in women playing sport  
More younger people play sport  
Rise in running, cycling and gym classes  
Threat from declining youth population  
Consumers remain cautious about spending  
Opportunities from rising smartphone ownership

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## The Consumer – What You Need to Know

- Over half buy sportswear as leisurewear
- Women drive purchases despite playing less sport than men
- Under-35s most active sports buyers
- Majority buy sportswear from specialists
- Clothing retailers draw young women with sports ranges
- Trainers more likely to be used for non-sports
- Joggers and hoodies seen as key fashion items
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