

# Sports Fashion: Inc Impact of COVID-19 - UK - December 2020

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## This report looks at the following areas:

With almost a third (32%) of people buying sports fashion to wear at home rather than for sports use, we can clearly see that demand for sports fashion rose due to the need for comfortable and casual clothing during the pandemic.

COVID-19, therefore, did not affect the sports fashion market in the same way as the rest of the fashion industry. Store closures at the start of the year did lead to a drop in sales but once retailers had adjusted, sports fashion brands again saw an uptick in revenue as people bought items not just for comfort but also to wear for outdoor exercise. Although the January 2021 lockdown will slow the recovery of the market, the long-term prospects for sports fashion are still positive.

One of the biggest threats to the market has been the decline in consumer confidence as many have been worried about their financial stability. The market is heavily reliant on branded products and if people start to trade down and move away from these the category will suffer. However, as many shoppers are reluctant to move away from branded sportswear we do not imagine this will have a lasting effect.

There also remain big opportunities within the sector. Brands and retailers are starting to embrace online and digital innovation and introducing interactive at-home workouts, easy click-and-collect options and providing shoppers with engaging online content, such as activities and classes offered via social media, which has stood some of the major brands and retailers in good stead.

- How consumers' behaviours and attitudes have changed since COVID-19.
- The impact Brexit will have on the sports fashion market.
- Consumer habits towards sports fashion.
- Interest in innovations within the sports fashion sector.



"In the immediate aftermath of the COVID-19 outbreak in the UK, many big-name brands reported large declines in sales as stores globally were forced to close and people curbed their spending due to financial uncertainty."

– Chana Baram, Senior Retail Analyst

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