

Football Sportswear Market: Going to Reach US\$ 114.4141 Billion by 2027, with 5.3% CAGR Growth From 2021 to 2027

The apparel segment is estimated to witness the fastest growth, registering a CAGR of 6.0% during the forecast period.

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, May 21, 2024 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Football Sportswear Market](#) by Type, End User and Distribution Channel: Global Opportunity Analysis and Industry Forecast 2021-2027". The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. The football sportswear market size was valued at \$89,505 million in 2019, and is estimated to reach \$114,414.1 million by 2027, registering a CAGR of 5.3% from 2021 to 2027.



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In 2019, the UK was the most prominent market in Europe, and is projected to reach \$7006.8 million by 2027, growing at a CAGR of 4.3% during the forecast period.”

Roshan Deshmukh

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Rise in consumer spending on sports and recreational activities, surge in participation in football-related events, and increase in number of sportswomen drive the growth of the global football sportswear market. However, variations in raw material prices and availability of counterfeit products hinder the market growth. On the

other hand, rise in preference for sports as a career option among youth and ever-increasing popularity of football create new opportunities in the coming years.

According to the football sportswear market trends, on the basis of end user, the men segment is estimated to reach \$66,376.1 million by 2027, at a CAGR of 4.4%. This segment has gained a major share in the global football sportswear market and is expected to sustain its share during the forecast period 2021-2027.

Football sportswear includes shoes, socks, track pants, shirts, and shorts, which are worn by football players and trainers. Growth in participation in football sports, interest of audience for football events, and desires to maintain a sporty look and follow latest fashion trends further drives the football sportswear market growth. Football sports apparel has gained significant traction in the global sportswear market, owing to growth in health awareness and increase in adoption of fitness activities.

On the basis of distribution channel, the brand outlets segment is estimated to reach \$37,616.3 million by 2027, and at a CAGR of 5.6%. Brand outlets are owned and operated by manufacturers. In this, manufactures such as Puma, Adidas, and Nike sell their own brand products through stores. People are increasingly buying products through brand outlets, owing to benefits associated with them such as heavy discounts, cheaper prices, and product availability, which are not available through distribution channels.

Football was mainly concentrated to men segment only but now-a-days women are the emerging audience for football events. Growth in advancements in football shoes has been majorly attracting men football fans and football players. Nike Mercurial Vapor Superfly II CR, Adidas F50 Adizero MiCoach, Joma Super Regate, NIKE ID- Boot Customization, ADIDAS CRAZYLIGHT, and Puma NeonLite 2.0 are some of the advanced shoes, which have gained significant traction among sportsmen. For instance, FlyWire consists of strands made from Vectran, which is thinner than human hair yet stronger than steel. These strands are placed in strategic areas to provide support and it is weightless.

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Region wise, Asia-Pacific has gained considerable traction in the football sportswear market, and is expected to grow at the highest CAGR during the forecast period. Emerging economies such as India and China have gained significant popularity for football events and participation in football sports is gradually increasing.

The players operating in the football sportswear market have adopted product launch and business expansion as their key developmental strategies to expand their market share, increase profitability, and remain competitive in the market and gain football sportswear market opportunities. The key players profiled in this report include Adidas AG., Asics Corporation, Columbia Sportswear Company, Fila Holding Corporation, Lululemon Athletica, Inc., Nike, Inc., New Balance, Inc., Ralph Lauren Corporation, Puma SE. and Under Armour, Inc.

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□□□□□ □□□□□□□ □□□□□: Major football tournaments such as the FIFA World Cup, UEFA European Championship, Copa America, and domestic leagues like the English Premier League, La Liga, and Bundesliga significantly impact the demand for football sportswear. These events not only drive merchandise sales but also influence fashion trends and brand visibility.

□□□□□□□ □□□□□□□: Growth in football's popularity in regions like Asia, Africa, and North America presents significant opportunities for the sportswear industry. Rising disposable incomes, urbanization, and increased access to media have fueled demand for football apparel and equipment in these markets.

□□□□□□□□□□□□ □□□□□□□□□□□□: Innovation in fabric technology, design, and manufacturing processes is reshaping the football sportswear landscape. High-performance materials that enhance comfort, durability, and moisture-wicking properties are increasingly sought after by athletes and consumers alike.

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□□□□□□□□□□□□□ □□ □□□□□□□□□□□□: Partnerships between sportswear brands, football clubs, and individual players play a crucial role in driving demand. Endorsements by popular athletes and influencers help boost brand visibility and consumer trust, driving sales both online and offline.

□-□□□□□□□□ □□ □□□□□□□ □□□□□□□□□□: The proliferation of e-commerce platforms and digital marketing channels has transformed how football sportswear is marketed and sold. Brands are investing in online storefronts, social media campaigns, and influencer partnerships to engage with consumers and drive sales.

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