

# Sportswear in the United Kingdom

November 2023

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## Sportswear in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sportswear continues to see another year of strong growth  
Sports footwear continues to outperform sports apparel  
Casualisation trend continues to have a positive impact on demand

#### PROSPECTS AND OPPORTUNITIES

Technical outerwear to propel outdoor apparel in the UK  
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