

# Sportswear in the Netherlands

November 2023

Table of Contents

## Sportswear in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sportswear's surge: Impact of casualwear and comfort in Dutch apparel  
Embracing comfort: Lululemon's growth and impact on sportswear in the Netherlands  
Growing sport participation and impact on sportswear demand

#### PROSPECTS AND OPPORTUNITIES

Sportswear surge driven by casualwear trends  
Dutch consumers embrace functional sportswear  
Sporting associations: Key catalysts for increased participation

#### CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2018-2023  
Table 2 - Sales of Sportswear by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Sportswear: % Value 2019-2023  
Table 4 - LBN Brand Shares of Sportswear: % Value 2020-2023  
Table 5 - Distribution of Sportswear by Format: % Value 2018-2023  
Table 6 - Forecast Sales of Sportswear by Category: Value 2023-2028  
Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

## Apparel and Footwear in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive Landscape  
Retailing Developments  
What next for apparel and footwear?

### MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 9 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 14 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sportswear-in-the-netherlands/report](http://www.euromonitor.com/sportswear-in-the-netherlands/report).