

European Sports Goods Sector Report 2022

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

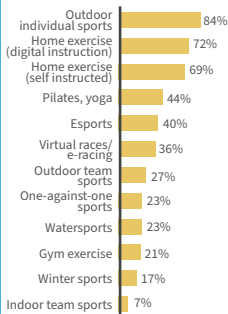
€12.04bn

The value of the European online sports goods market

89%

of online workouts done by under 35s

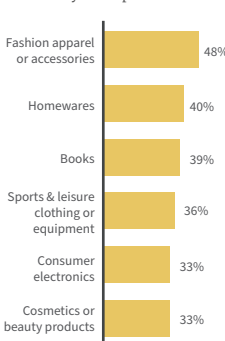
Expected increase in participation of selected sport disciplines, 2019 vs 2021



SOURCE: McKinsey and the world federation of the Sporting Goods Industry

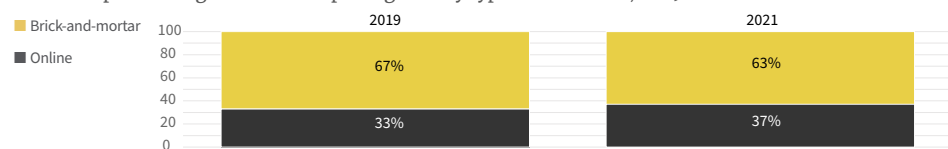
Online shopping in Europe by category, 2021

What do you shop for online?



SOURCE: RetailX

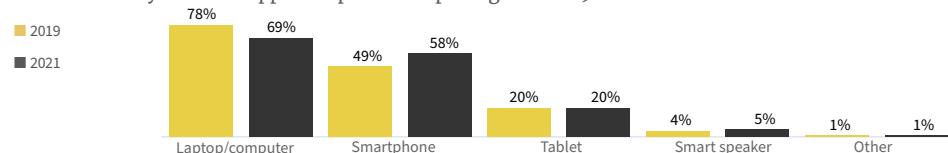
Preferred purchasing channels of sports goods by type of consumer, 2019 vs 2021



Source: Deloitte

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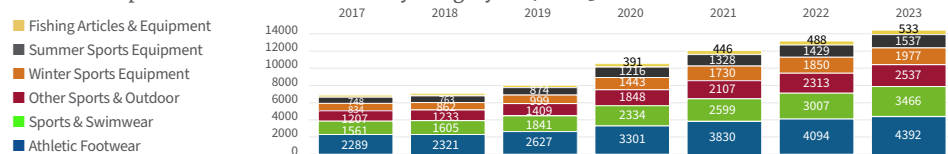
Devices used by online shoppers to purchase sports goods 2019 vs 2021



Source: Deloitte

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Revenue of sports & outdoor ecommerce by category 2017-2023



Source: Statista

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The pandemic focussed attention on health and wellbeing and the European sports goods market has seen a boost as a result. Young people are driving this boom through individual exercise and the use of fitness apps. However, while ecommerce is growing, the market for performance sports goods is still dominated by offline sales, as users want to see and feel the items before they buy.

Download the full report: <https://internetretailing.net/retailx-sector-reports/emea-fashion-2022-ecommerce-sector-report>

5%

Of sports purchases made on sustainable grounds

84%

Growth in individual exercise 2019-2021

64%

Of consumers in Europe say they are prepared to pay a premium for sustainable sports goods



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