

International Sports Apparel Market 2023

(Estimates in Millions of Dollars)

		2023							2022					
		Europe			Rest of World		TOTAL		Europe		Rest of World		TOTAL	
COMPANY		Sales	Share	Sales	Share	Sales	Share	Change	Sales	Share	Sales	Share	Sales	Share
1	Nike (1)	\$4,469	14.6%	\$9,308	10.3%	\$13,777	11.4%	0.6%	\$4,600	15.0%	\$9,097	10.3%	\$13,697	11.5%
2	Lululemon	\$513	1.7%	\$9,106	10.1%	\$9,619	7.9%	18.6%	\$368	1.2%	\$7,743	8.8%	\$8,111	6.8%
3	Adidas	\$3,416	11.2%	\$4,973	5.5%	\$8,389	6.9%	-8.4%	\$3,712	12.1%	\$5,447	6.2%	\$9,159	7.7%
4	VF Corp. (2)	\$1,811	5.9%	\$3,786	4.2%	\$5,597	4.6%	-1.5%	\$1,972	6.4%	\$3,708	4.2%	\$5,680	4.8%
5	Anta (3)	\$0	0.0%	\$4,953	5.5%	\$4,953	4.1%	13.1%	\$0	0.0%	\$4,380	5.0%	\$4,380	3.7%
6	Under Armour	\$775	2.5%	\$3,298	3.6%	\$4,073	3.4%	-2.0%	\$706	2.3%	\$3,452	3.9%	\$4,158	3.5%
7	Gildan	\$225	0.7%	\$2,971	3.3%	\$3,196	2.6%	-1.4%	\$271	0.9%	\$2,969	3.4%	\$3,240	2.7%
8	Puma	\$1,414	4.6%	\$1,573	1.7%	\$2,987	2.5%	-1.9%	\$1,271	4.1%	\$1,775	2.0%	\$3,046	2.6%
9	Columbia (4)	\$360	1.2%	\$2,317	2.6%	\$2,677	2.2%	0.6%	\$337	1.1%	\$2,324	2.6%	\$2,661	2.2%
10	Hanesbrands (5)	\$347	1.1%	\$1,790	2.0%	\$2,137	1.8%	-16.7%	\$396	1.3%	\$2,170	2.5%	\$2,566	2.2%
11	Reebok (6)	\$700	2.3%	\$1,100	1.2%	\$1,800	1.5%	0.0%	\$700	2.3%	\$1,100	1.2%	\$1,800	1.5%
12	Li Ning	\$17	0.1%	\$1,736	1.9%	\$1,753	1.4%	10.3%	\$14	0.0%	\$1,575	1.8%	\$1,589	1.3%
13	Amer Sports	\$568	1.9%	\$1,143	1.3%	\$1,711	1.4%	38.9%	\$441	1.4%	\$791	0.9%	\$1,232	1.0%
14	Patagonia	\$120	0.4%	\$1,378	1.5%	\$1,498	1.2%	0.0%	\$120	0.4%	\$1,378	1.6%	\$1,498	1.3%
15	Athleta	\$5	0.0%	\$1,355	1.5%	\$1,360	1.1%	-8.1%	\$4	0.0%	\$1,476	1.7%	\$1,480	1.2%
16	Boardriders (6)	\$454	1.5%	\$842	0.9%	\$1,296	1.1%	-10.0%	\$504	1.6%	\$936	1.1%	\$1,440	1.2%
17	New Balance	\$171	0.6%	\$859	0.9%	\$1,030	0.9%	7.3%	\$167	0.5%	\$793	0.9%	\$960	0.8%
18	Descente	\$0	0.0%	\$904	1.0%	\$904	0.7%	-1.5%	\$0	0.0%	\$918	1.0%	\$918	0.8%
19	Goldwin	\$0	0.0%	\$903	1.0%	\$903	0.7%	3.1%	\$0	0.0%	\$876	1.0%	\$876	0.7%
20	Fila	\$337	1.1%	\$522	0.6%	\$859	0.7%	-10.1%	\$339	1.1%	\$616	0.7%	\$955	0.8%
21	Xtep	\$0	0.0%	\$834	0.9%	\$834	0.7%	14.7%	\$0	0.0%	\$727	0.8%	\$727	0.6%
22	Helly Hansen	\$380	1.2%	\$364	0.4%	\$744	0.6%	3.3%	\$364	1.2%	\$356	0.4%	\$720	0.6%
23	Gymshark	\$300	1.0%	\$391	0.4%	\$691	0.6%	15.7%	\$247	0.8%	\$350	0.4%	\$597	0.5%
24	Russell	\$23	0.1%	\$644	0.7%	\$667	0.6%	-12.1%	\$29	0.1%	\$730	0.8%	\$759	0.6%
25	Mizuno	\$32	0.1%	\$421	0.5%	\$453	0.4%	3.2%	\$33	0.1%	\$406	0.5%	\$439	0.4%
26	Delta Apparel	\$4	0.0%	\$411	0.5%	\$415	0.3%	-14.4%	\$5	0.0%	\$480	0.5%	\$485	0.4%
27	Speedo	\$104	0.3%	\$285	0.3%	\$389	0.3%	0.0%	\$104	0.3%	\$285	0.3%	\$389	0.3%
28	361°	\$3	0.0%	\$377	0.4%	\$380	0.3%	4.7%	\$2	0.0%	\$361	0.4%	\$363	0.3%
29	Asics	\$75	0.2%	\$181	0.2%	\$256	0.2%	36.2%	\$54	0.2%	\$134	0.2%	\$188	0.2%
Top Brands		\$16,623	54.4%	\$58,725	64.9%	\$75,348	62.2%	1.7%	\$16,760	54.5%	\$57,353	64.9%	\$74,113	62.2%

Exchange Rates: 2023 - €0.925/\$; Japan ¥140.5/\$; U.K. £0.805/\$; Brazil R\$4.99/\$; China R¥7.08/\$; Canada C\$1.35/\$
2022 - €0.951/\$; Japan ¥131.4/\$; U.K. £0.799/\$; Brazil R\$5.16/\$; China R¥6.74/\$; Canada C\$1.30/\$

Notes: (1) 12 months ended Nov. 30.
(2) Includes Outdoor & Action Sports
(3) Anta includes Fila brand sales in China
(4) Apparel, accessories, equipment
(5) Activewear segment in U.S.; Champion Int'l sales
(6) Reebok and Boardriders adjusted to estimate retail value of sales under ABG licensing model

The figures in this table are estimates made by SGI Europe and should not be understood as verifiable facts. SGI Europe calculates the estimates based on published data and comments from executives at major public companies, input from private companies when available, other sources within the industry, and segment and historical trends.