

International Sports Apparel Market 2023

(Estimates in Millions of Dollars)

2023							2022					
Europe		Rest of World		TOTAL			Europe		Rest of World		TOTAL	
es	Share	Sales	Share	Sales	Share	Change	Sales	Share	Sales	Share	Sales	Share
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%
3	1.7%	\$9,106	10.1%	\$9,619	7.9%	18.6%	\$368	1.2%	\$7,743	8.8%	\$8,111	6.8%
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%
11	5.9%	\$3,786	4.2%	\$5,597	4.6%	-1.5%	\$1,972	6.4%	\$3,708	4.2%	\$5,680	4.8%
	0.0%	\$4,953	5.5%	\$4,953	4.1%	13.1%	\$0	0.0%	\$4,380	5.0%	\$4,380	3.7%
5	2.5%	\$3,298	3.6%	\$4,073	3.4%	-2.0%	\$706	2.3%	\$3,452	3.9%	\$4,158	3.5%
5	0.7%	\$2,971	3.3%	\$3,196	2.6%	-1.4%	\$271	0.9%	\$2,969	3.4%	\$3,240	2.7%
14	4.6%	\$1,573	1.7%	\$2,987	2.5%	-1.9%	\$1,271	4.1%	\$1,775	2.0%	\$3,046	2.6%
0	1.2%	\$2,317	2.6%	\$2,677	2.2%	0.6%	\$337	1.1%	\$2,324	2.6%	\$2,661	2.2%
7	1.1%	\$1,790	2.0%	\$2,137	1.8%	-16.7%	\$396	1.3%	\$2,170	2.5%	\$2,566	2.2%
0	2.3%	\$1,100	1.2%	\$1,800	1.5%	0.0%	\$700	2.3%	\$1,100	1.2%	\$1,800	1.5%
	0.1%	\$1,736	1.9%	\$1,753	1.4%	10.3%	\$14	0.0%	\$1,575	1.8%	\$1,589	1.3%
8	1.9%	\$1,143	1.3%	\$1,711	1.4%	38.9%	\$441	1.4%	\$791	0.9%	\$1,232	1.0%
0	0.4%	\$1,378	1.5%	\$1,498	1.2%	0.0%	\$120	0.4%	\$1,378	1.6%	\$1,498	1.3%
	0.0%	\$1,355	1.5%	\$1,360	1.1%	-8.1%	\$4	0.0%	\$1,476	1.7%	\$1,480	1.2%
54	1.5%	\$842	0.9%	\$1,296	1.1%	-10.0%	\$504	1.6%	\$936	1.1%	\$1,440	1.2%
1	0.6%	\$859	0.9%	\$1,030	0.9%	7.3%	\$167	0.5%	\$793	0.9%	\$960	0.8%
	0.0%	\$904	1.0%	\$904	0.7%	-1.5%	\$0	0.0%	\$918	1.0%	\$918	0.8%
	0.0%	\$903	1.0%	\$903	0.7%	3.1%	\$0	0.0%	\$876	1.0%	\$876	0.7%
7	1.1%	\$522	0.6%	\$859	0.7%	-10.1%	\$339	1.1%	\$616	0.7%	\$955	0.8%
	0.0%	\$834	0.9%	\$834	0.7%	14.7%	\$0	0.0%	\$727	0.8%	\$727	0.6%
0	1.2%	\$364	0.4%	\$744	0.6%	3.3%	\$364	1.2%	\$356	0.4%	\$720	0.6%
0	1.0%	\$391	0.4%	\$691	0.6%	15.7%	\$247	0.8%	\$350	0.4%	\$597	0.5%
	0.1%	\$644	0.7%	\$667	0.6%	-12.1%	\$29	0.1%	\$730	0.8%	\$759	0.6%
	0.1%	\$421	0.5%	\$453	0.4%	3.2%	\$33	0.1%	\$406	0.5%	\$439	0.4%
	0.0%	\$411	0.5%	\$415	0.3%	-14.4%	\$5	0.0%	\$480	0.5%	\$485	0.4%
4	0.3%	\$285	0.3%	\$389	0.3%	0.0%	\$104	0.3%	\$285	0.3%	\$389	0.3%
	0.0%	\$377	0.4%	\$380	0.3%	4.7%	\$2	0.0%	\$361	0.4%	\$363	0.3%
	0.2%	\$181	0.2%	\$256	0.2%	36.2%	\$54	0.2%	\$134	0.2%	\$188	0.2%
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%