



Euromonitor
International

Sportswear in Brazil

January 2026

Table of Contents

Sportswear in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from the growing focus on health and fitness and functional apparel

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Decathlon drives sales through wellness strategies

Chart 3 - Decathlon Expands Functional and Affordable Sportswear Offering Amid Wellness Boom

Track & Field taps into growing trend towards running and yoga

Chart 4 - Track & Field Expands Premium Sportswear Offering with Wellness-Driven Strategy

Market polarisation drives growth in premium and value segments

WHAT'S NEXT?

Investment in sustainability and technology will be key to growth as the economy picks up

Sports footwear will remain the largest category

Running set to drive growth and inform innovation

COMPETITIVE LANDSCAPE

Nike and adidas maintain lead through innovation and omnichannel strategies

Emerging players and innovation drive market dynamics

Chart 5 - SOL Sports Launches AI-Powered Customization Platform for Sportswear in Brazil

CHANNELS

Omnichannel strategies drive sales in sportswear

Retail e-commerce gains ground thanks to its convenience and broad offer

Emerging trends and players in sportswear retail

PRODUCTS

Sol Sports leans into AI and tech innovation to offer sportswear customisation

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

Improving economic scenario supports growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Domestic indicators support discretionary spending

Riachuelo expands multi-category fashion to capture demand

Chart 8 - Riachuelo Expands Multi-Category Fashion Offering to Capture Polarised Demand

Renner boosts its sales through an AI-powered omnichannel strategy

Chart 9 - Renner Drives Sales Through AI-powered Omnichannel Strategy

WHAT'S NEXT?

Renner and Centauro lead omnichannel expansion

Sustainability and technology set to drive future growth

Polarisation and omnichannel strategies to shape industry

COMPETITIVE LANDSCAPE

Leading brands maintain share through omnichannel strategies

Market evolution driven by mergers and technological innovation

CHANNELS

Retail offline remains dominant despite the growth in e-commerce

E-commerce drives growth with AI-powered personalisation and resale platforms

Omnichannel strategies and technological innovation shaping the retail environment

PRODUCTS

Sustainability shaping product design and material choices

Chart 10 - Osklen Introduces ASAP Concept and Eco-Conscious Collections

Innovative product design drives business growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Brazil 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Brazil 2025

Chart 14 - Consumer Landscape in Brazil 2025

COUNTRY REPORTS 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-brazil/report.