



Euromonitor
International

Sportswear in Poland

January 2026

Table of Contents

Sportswear in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of sportswear surge in 2025, driven by the health trend, rising incomes, and innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Despite dynamism, supply chain pressures weigh on the profitability of sportswear

Chart 2 - 4F Flags Bangladesh Supply Risks

Sports apparel drives sales of sportswear, although sports footwear also sees dynamism

Sustainability and inclusivity initiatives drive circular consumption

Chart 3 - 4F's Ongoing 4F Change Programme Encourages Circular Sportswear Consumption

WHAT'S NEXT?

Local brands and rising incomes expected to drive evolution

Sports apparel anticipated to remain dominant

Key trends shaping the future of sportswear

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Global incumbents and local champions compete

Opportunities for new players

Chart 5 - Vogue Polska Launches Sport & Wellness Vertical

CHANNELS

Nike Rise concept store drives offline retail dominance

Retail e-commerce continues to see rising sales

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Poland - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear shows resilience, driven by comfort, originality, and sustainability

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic factors contribute to growth, with sportswear seeing dynamism

Resale and rental trend gains traction among young consumers

Chart 7 - VRG Partners with VIVE Profit on Circular Fashion

Tariffs and supply chain pressures reshape the landscape

Chart 8 - Pepco and CCC Cut Unprofitable Areas to Protect Margins from Supply Chain Pressures

WHAT'S NEXT?

Consumers will drive growth in apparel and footwear through "smart mixing"

Chart 9 - Analyst Insight

Largest category to remain apparel, but desire for comfort to drive growth for sportswear

Technology and sustainability to shape future growth

COMPETITIVE LANDSCAPE

LPP and Pepco drive share growth through innovative strategies

Polarisation and brand adaption in apparel and footwear in Poland

Chart 10 - Reserved Partners with a Niche Café Brand to Host Back-to-Office Pop-Up
Strategic moves and emerging opportunities

CHANNELS

Offline retail channels lead with innovative retail concepts

Retail e-commerce grows steadily, with an increasing online share

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Poland 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Poland 2025

Chart 14 - Consumer Landscape in Poland 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-poland/report.