



Global Sport Market Estimate

2024 Release | 2023 Figures

September 2024



What is the GSE?



Circana trackers



Statistical projections



Estimation expertise



Desk research



Global Sports Estimate—An Actionable Tool



Find out which countries are having double-digit growth in sport

Group sports consistently:
board sports, outdoor sports, team sports, stadium sports, beach wear, and swimwear...



Spot opportunities for potential growth and investment worldwide

Circana measure or estimate the local sport market size for each country in the world.

Understand the dynamics of a variety of sports

- Assess the market geographically by sport
- Understand the impact of latitude, landscape, and spending power on the sport market
- Identify worldwide growing and declining sports
- Understand the dynamics of “sport universes”

Market definition

- ✓ We aim at sizing the global Sport market for B to C

- ✓ Sales to consumers only – B to B excluded

- ✓ Value refers to sell-through in value, at retail (not wholesale)

- ✓ Trend are calculated at constant exchange rates



Italian Sport Market – 2023 Size

The Italian Sports market report €11,6bn sales, growing +1% in 2023 vs 2022

€ 11,6 Billion



Trend 23/22



Footwear drive the growth with +7% increase

Apparel and Equipment support, growing respectively +2% and +4%. Bikes slows down -18% after the strong growth experienced in past years



FOOTWEAR

+7%

**BIKES &
ACCESSORIES**

-18%



APPAREL

+2%

EQUIPMENT

+4%.



Questions & Answers

Thank you

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