

Global Sport Market Estimate

2024 Release | 2023 Figures



September 2024

What is the GSE?



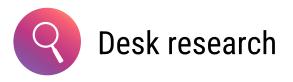
Circana trackers



Statistical projections



Estimation expertise







Circana, Inc. and Circana Group, L.P. | Proprietary and confidential 2

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





Circana Global Sport Estimate – Italy Sports Market size FY 2023 vs 2022

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%





Circana Global Sport Estimate – Italy Sports Market size FY 2023 vs 2022







Thank you

Antonio Vignigni

Circana – Director Client Development antonio.vignigni@circana.com

Giusi Mastrolia

Circana – Executive Director Client Development Italy & Spain giuseppina.mastrolia@circana.com



