

## Global Sport Market Estimate

2024 Release | 2023 Figures



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## What is the GSE?



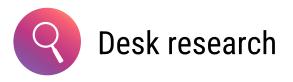
Circana trackers



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

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