

PMR MARKET EXPERTS

SPORTS GOODS RETAIL MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2025-2030



The latest PMR study, conducted in September 2025, shows that the vast majority of Poles purchased sporting goods in the last 12 months. The most frequently chosen items were everyday sports footwear (51%), everyday sportswear (43%), and apparel designed for sports activities (40%). Compared to the previous year, interest in almost all surveyed categories of sporting goods increased.

The value of sales in the market is growing, although the pace of change differs depending on the channel. Online sales record the largest growth, while independent sports stores are developing the slowest. PMR forecasts indicate that the online channel will maintain its leading position - the compound annual growth rate (CAGR) for sales value between 2025 and 2030 will exceed 8%, which means a dynamic several percentage points (p.p.) higher than for the entire market.

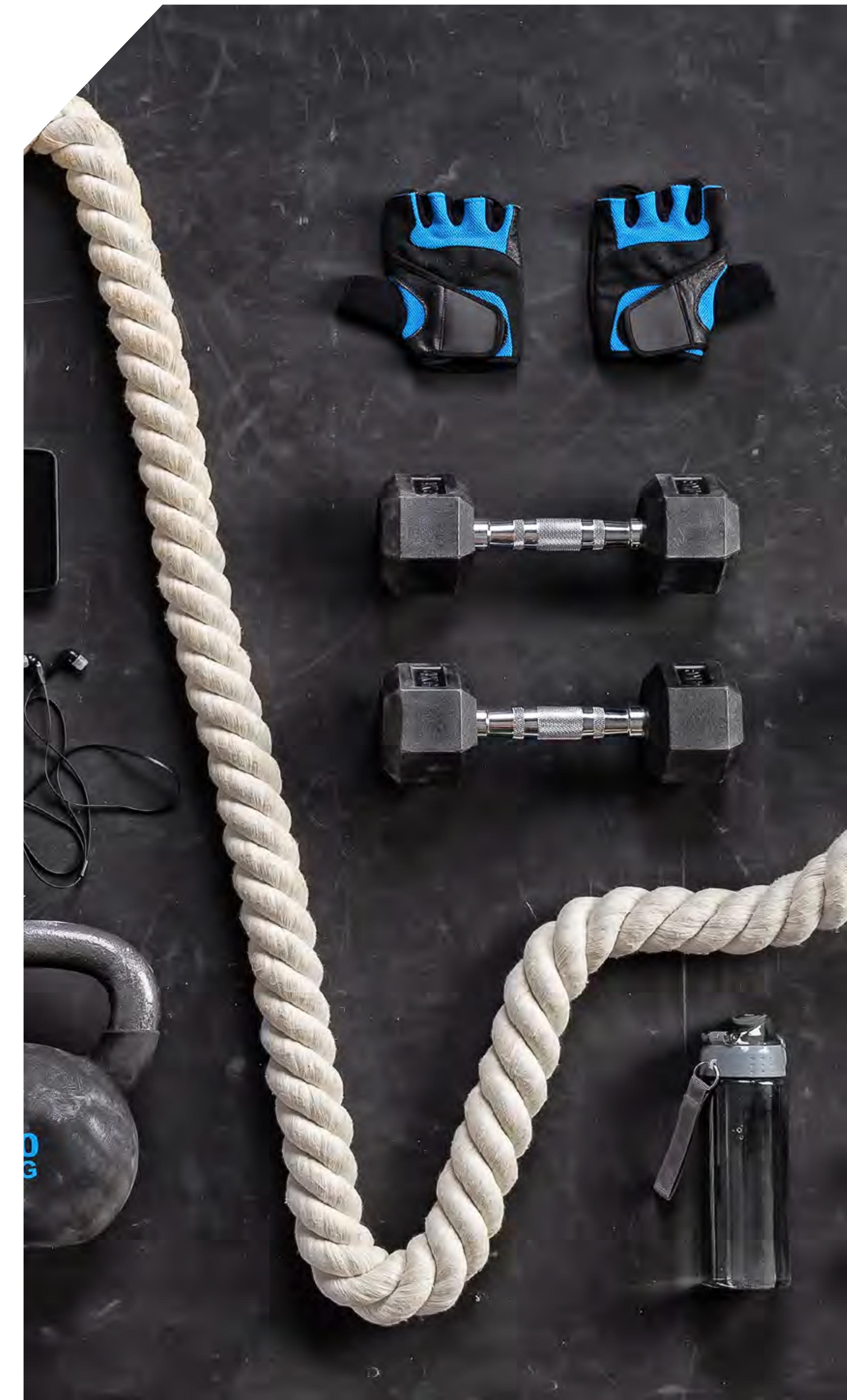
The development of e-commerce is influenced not only by generational changes but also by the increasingly rapid growth of cross-border sales. Foreign platforms, such as Temu and AliExpress, are becoming increasingly important. They are already among the largest players in both the online channel (ranking in the top 10) and the entire sporting goods market (ranking in the top 20). Notably, as many as 43% of surveyed consumers believe that clothing and sports underwear of comparable quality to the offer of Polish retailers can be found on these types of platforms.

What growth rate will online and cross-border sales achieve in 2025? What are the forecasts for other channels – sports stores, sports hypermarkets, or grocery stores? You will find the answers to these questions in the report „Sports goods retail market in Poland 2025“. I invite you to read it!

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Author of the report „Sports goods retail market in Poland 2025“



Main objective

To present a comprehensive characteristic of the Polish retail market for sporting goods, including sports apparel, sports footwear, and sports equipment and accessories in Poland, as well as to present its development forecasts.

Additional objectives

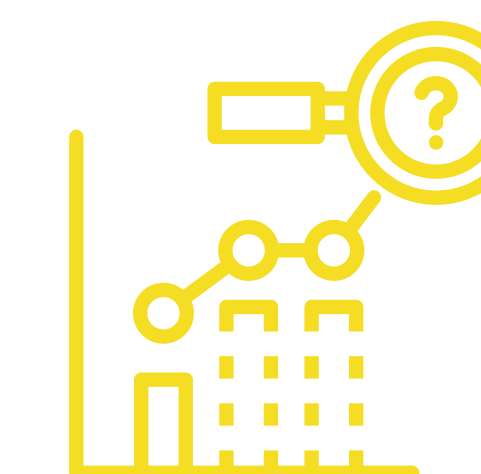
The specific objectives of the research and analyses conducted for the report were to identify:

- sales channels for sporting goods,
- sales value of sporting goods categories: sports apparel, sports footwear, sports equipment,
- key development factors and trends in the sporting goods market (macroeconomic and demographic, demand-side, supply-side, technological, legal),
- major players in the market, including the position of cross-border platforms.



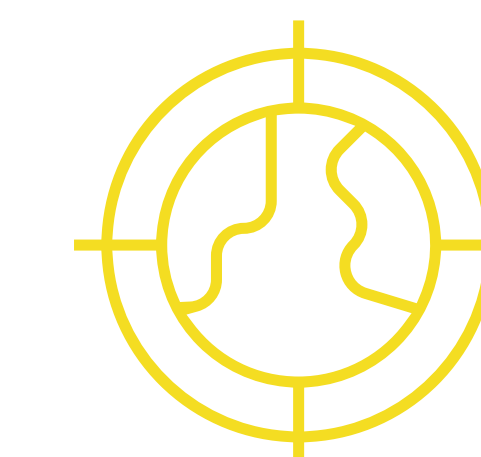
Time span

2021-2024



Forecast horizon

2025-2030



Geographic coverage

Poland

What is included in the report?

- **value of the market** in 2021-2024
- **structure of the market broken down by product categories:** sportswear, footwear, equipment and accessories
- **value of the market in 2021-2024 broken down by sales channels**, including: sports hypermarket chains, specialist stores, the internet (including e-shops, marketplaces, cross-border), grocery stores, independent sports stores, and others
- **forecasts up to 2030** for:
 - ↳ sales value and dynamics of the sports goods market
 - ↳ sales value and dynamics in individual sales channels
 - ↳ sales value and dynamics of product categories: sportswear, footwear, sports equipment and accessories
- **forecasts for price changes** in the sports goods market and for other macroeconomic and demographic factors
- demand-side and demographic, supply-side, technological and legal **factors affecting the market**
- **profiles of sports goods consumers** broken down by sportswear, footwear, equipment and accessories (characteristics, frequency of purchases, motivations, preferences, places of purchase)
- **key players** in the sports goods market



Scope

Product categories (new products, excluding used)

- **sportswear** - for women, men, and children, including sports underwear and accessories such as hats, scarves; sportswear used for practicing sports (e.g., thermal underwear, leggings, trekking jackets, quick-drying T-shirts/tops), as well as sports-looking apparel sold in sports stores and hypermarkets (e.g., tracksuits)
- **sports footwear** - footwear for women, men, and children used for practicing sports, excluding ski boots (classified under the category „Sports equipment and accessories“), as well as sports-looking footwear sold in sports stores and hypermarkets
- **sports equipment and accessories** - equipment used during sports activities (including bicycles, cycling equipment and accessories, water sports, strength training and fitness, team sports, racket sports, fishing, trekking, running and walking, winter sports, combat sports, and others), as well as accessories used in conjunction with sports, but not necessarily during the activity itself (e.g., water bottles, sports equipment covers)

Sales channels

- sports hypermarket chains
- sports store chains
- independent sports stores
- Internet, broken down into: online stores (e-shops), marketplaces, cross-border
- grocery stores
- others (bazaars and markets, clothing and footwear chains, non-food discounters, and multi-assortment stores)

Subject matter

- value of the market
- structure of the total market value broken down by sales channels
- structure of the total market value broken down by categories (sportswear, footwear, equipment and accessories)
- forecasts for:
 - ↳ the entire market
 - ↳ sales channels
 - ↳ product categories



RESULTS OF
A SURVEY OF
800
CONSUMERS
BUYING SPORTS
GOODS

Methodology of the survey

The target sample for the study consisted of respondents who, within the 12 months preceding the survey, purchased at least one product from the Sports goods category (sportswear, footwear, sports equipment).

The questionnaire structure included several blocks of questions:

- practicing sports,
- sources of information about sports goods,
- purchases of sportswear,
- purchases of sports footwear,
- purchases of sports equipment,
- purchases of used sports goods,
- rental of sports equipment,
- sports brands and store brands,
- demographics.



**RESULTS OF
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Within the block on practicing sports, we asked about:

- sports disciplines practiced,
- frequency of undertaking physical activity in general and within individual disciplines,
- form of physical activity organization,
- reasons for practicing sports.

Within the blocks on purchases of sports goods, we asked about:

- categories of sports goods purchased in the last 12 months,
- frequency of purchasing sports goods,
- method of purchasing sports goods,
- place of purchasing sports goods,
- factors for choosing the place of purchasing sports goods,
- declared consumer behaviors,
- use of promotional campaigns.

Within the block on sports brands and store brands, we asked about:

- aided awareness of sports brands,
- purchase of specific sports brands,
- aided awareness of sports store brands.

Forecasts for additional indicators included in the report

In developing the report, long-term market development forecasts were prepared using econometric models and historical time series.

The forecasts cover the period 2025-2030.

In addition to the forecasts for the market value, sales channels, and market segments, the report also includes forecasts for selected demographic and macroeconomic indicators, including:

- GDP per capita and real GDP growth rate,
- CPI inflation and price index for sports goods,
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland,
- real change in disposable income of Polish households and private consumption,
- number of residents in Poland and shares of individual demographic groups.

The forecasts by PMR Market Experts published in the reports are highly accurate – the typical error rate (MAPE) is usually below 3%



10 reasons to invest in the report "Sports goods retail market in Poland 2025"

1 **Overview of the sports goods market in Poland**
Data on the value and dynamics of sports goods retail trade in Poland in 2021-2024 and forecasts up to 2030.

2 **Access to precise econometric forecasts**
Forecasts of sales value and dynamics, taking into account macroeconomic and demographic factors.

3 **Support for strategic and investment decisions**
The data forms the basis for decisions made by the board, strategy, sales, and marketing departments, as well as for analyses prepared for banks and investment funds.

4 **Current information on sales channels**
Sales broken down by sales channels, with forecasts for value and market shares up to 2030.

5 **Insight into consumer behavior and preferences**
Sports goods purchases in a socio-demographic context - key data for targeting marketing campaigns and building the offer.

6 **Analysis of competition and market shares**
Top players in the sports goods market and in the largest sales channels, the position of Chinese internet platforms.

7 **Macroeconomic and demographic market conditions**
Forecasts for indicators such as CPI inflation, GDP, disposable income, number of residents, and demographic groups.

8 **Data on the physical activity of Poles and its market impact**
Data on the popularity of sports, sports cards, frequency and motivations for undertaking physical activity, helping to assess the potential of segments and products.

9 **Additional materials - source data in Excel**
Enable independent data aggregation, internal analysis, and the creation of internal models within the organization.

10 **Proprietary research and experience**
Combined data sources (primary, secondary), 20+ years of experience in the market, methodology based on dozens of variables.

What questions does the report provide answers to?

- How much is the sports goods market in Poland worth?
- What are the dominating trends in the sports goods market?
- What is the real dynamics of the sports goods market?
- Which sales channels have the greatest development potential?
- What is the value of sports goods sales through foreign platforms (cross-border) in Poland? How will its share in the value of online sports goods sales change by 2030?
- What motivations and factors determine the choice of purchase location for sportswear, footwear, and equipment?
- Which categories – sportswear, footwear, equipment - will grow the fastest, and which will slow down?
- What does the competition look like - which players have the largest shares and the fastest growth dynamics?
- Which sports brands are the best recognized and most frequently purchased in individual demographic groups?
- What is the position of Temu and AliExpress in the sports goods market in Poland?
- What do consumers think about sports goods available on Chinese sales platforms?

DATASET – together with the report, we provide the most important data in an Excel spreadsheet for independent aggregation.



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At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years. Our core specialisations:

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- Retail
- Pharma & Healthcare
- Construction

Our reports are more than just a compilation of facts - they are reliable knowledge based on proven methodology. We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

We are part of Hume's Institute - a 360° research agency specialising in quantitative and qualitative research, forecasting and market predictions.

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years of experience

600+

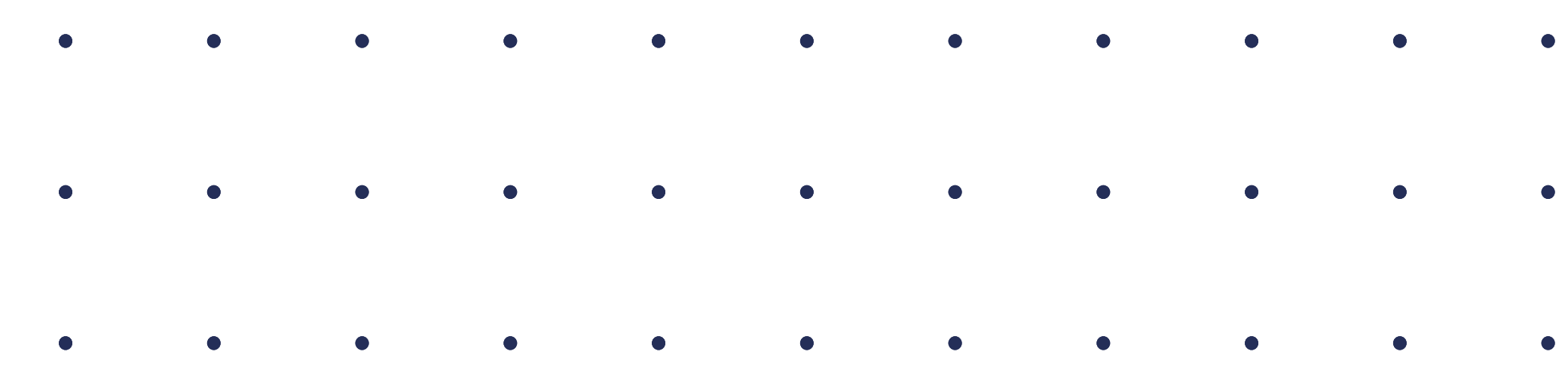
global clients

5,000+

brands studied

50+

analysed countries



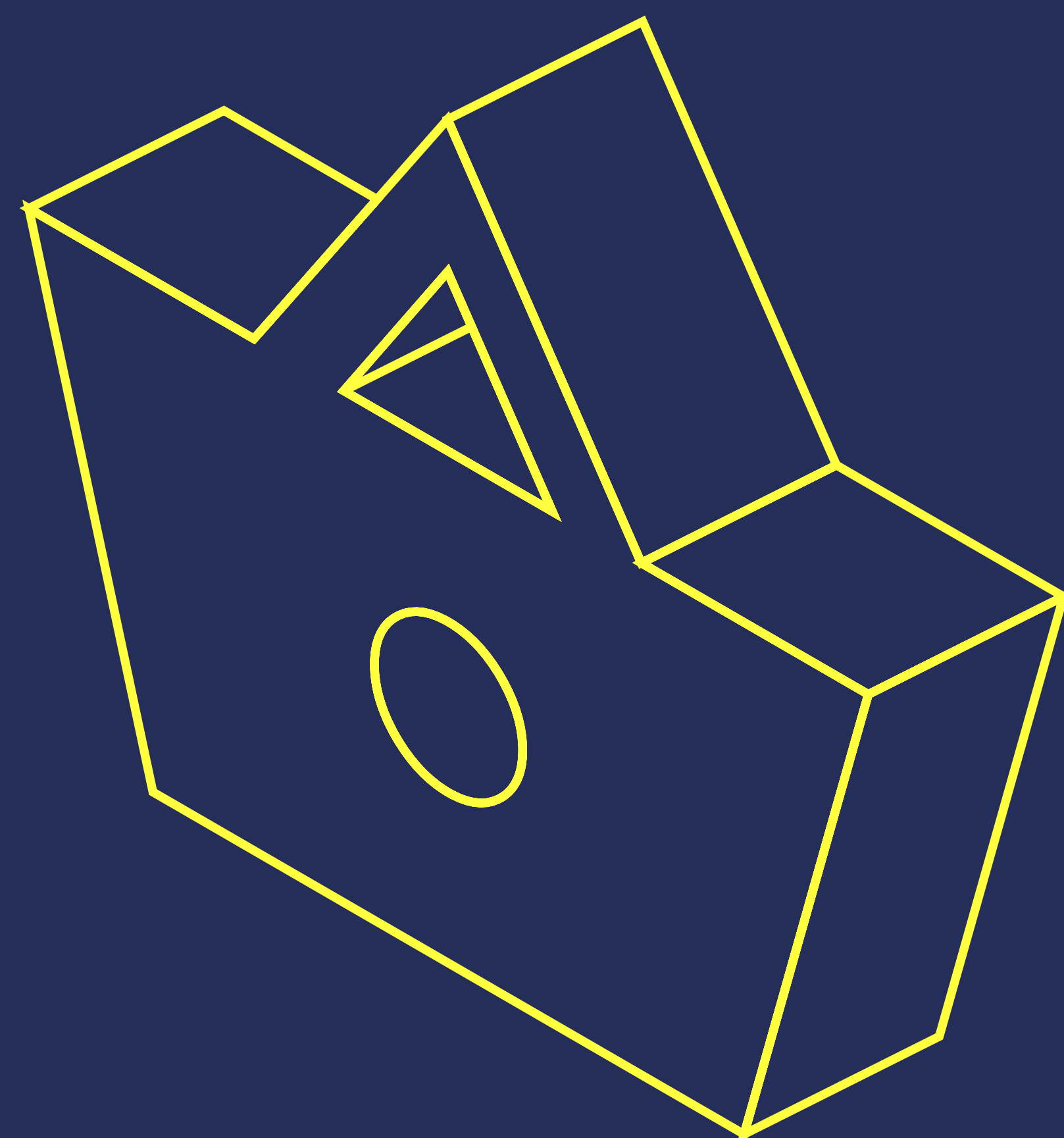
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RETAIL

MARKET ANALYSIS AND 5-YEAR DEVELOPMENT FORECASTS

- Retail market of **home appliances, electronics and digital media** in Poland
- **Food to Go** retail market in Poland
- **Cosmetics** retail market in Poland
- **DIY** retail in Poland
- **Home furnishings** retail market in Poland
- **HoReCa** market in Poland (additional data update: March, September, December)
- **Grocery** retail market in Poland
- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **Online retail market** in Poland (additional data update: March)
- **Diet catering** market in Poland

- **Retail** in Poland
- **Pet care and products** market in Poland
- **HoReCa supply** market in Poland
- **Non-food discounters market** in Poland
- **Diet catering** market in the Czech Republic
- **Clothing and footwear** retail market in the Czech Republic

NEW REPORTS

- Weekly: **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)



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