

5 Things You Should Know: Sports Apparel and Footwear in Canada

Canada's sports market is coming on strong. Consumers' interest in a healthy lifestyle and their love for activewear styles have combined to create excitement and growth in a wide range of categories. Here's a look at our latest insights.



\$12.4
billion market

The sports industry in Canada is a **\$12.4 billion** market that **grew 4% in 2015**. Sports apparel has been driving this growth.

2

Eastern Canada accounted for **69%** of total sports apparel and footwear sales in Canada.

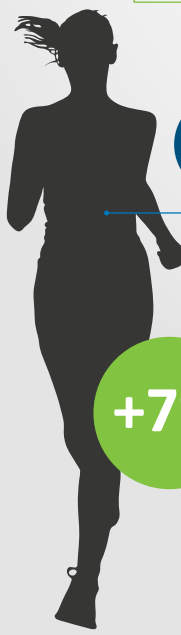
This is the first time in 4 years the West lagged the East!

69%

3

Ontario has the highest sports apparel and footwear spend per capita.

ONTARIO



4

When it comes to sports apparel, women are loyal to

3 brands at a time.

+7%

5

Women have been the focus for sports retailers and brands, however, women are the slowest growing segment at **+7%**.

Know exactly what's happening in Canada's sports apparel and footwear marketplace. Discover what consumers want. The NPD Group can equip you with the data and insights your critical business decisions demand.

Source: The NPD Group / Consumer Tracking Service, 12 ME Dec 2015

Learn more about sports in Canada. Contact The NPD Group at 866-444-1411 or contactnpd@npd.com.

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