

UKRAINIAN SPORTSWEAR MARKET

The essential growth of Sportswear is observed in Ukraine on the point of 12% during the last years (2009-2010). The experts evaluate the capacity of Ukrainian sportswear market in about 60-70 million sets per year. Due to shopping basket there only one sportswear set is bought per year from whole sport assortment in Ukraine. It is less than in Europe (about 3 sets per year) and in USA (about 5 sets). But in reality in accordance to statistic data, about 2 sportswear has been bought in Ukraine per year (spring-summer and fall-winter) per one person.

Almost 60% sportswear consumers buy it at the clothes' markets. There are about half of man's and teenagers population, and two thirds of women population is get dressed at the clothes' markets. Ten year ago the most popular size were 44-48, but nowadays due to acceleration progress the most popular sizes are 46-52. But the surprising is that the quantity of girl with 42-44 size is razed.

In such a way, the Ukrainian sportswear market has a good potential and not steel saturated. The crucial factors for this market development are: population income growth and accordingly consumption trend rising.

Sportswear Consumption

The primary sportswear consumers are in age from 15 to 35 years old. The 35-45 years consumers have a little bit more than 35%, consumption share for older people takes less than 10%. As to offer, in accordance with trader's estimation, the sportswear assortment for youth is consists not less than 82%.

The particular feature for native sportswear market is offer's assortment structure discrepancy with different aged groups of population. The big quantity of insufficient demand may be explained by that factor (15-16%) and also forced buying which means lack in consumers' satisfaction (17-18%).

Sportswear consumers appreciate most of all the convenience, quality and comfort. These qualities are appreciated mostly by shoppers at 30-50 years old. Youth prefer fashionable design, color, famous brand.