

2000

DECATHLON

SWEDEN

FIGURES  
2019

# DECATHLON



1976

SUMMER 1976, ON A SHOPPING CENTRE CAR PARK IN ENGLOS, NEAR LILLE IS WHERE IT ALL STARTED.



1986

1ST OWN GOODS CONCEPTION

The adventure started after a delivery problem with the Peugeot cycles!  
Our bike dealer at the time refused to deliver to us.  
That wasn't enough to stop our pioneers:  
"Well, we will create our own bikes"

This idea is still exclusive to DECATHLON today.  
"We design and sell our own products."

1ST OPENING IN A FOREIGN COUNTRY - DORTMUND GERMANY



1992

1ST ECO-CONCEPTED PACKAGING



1993

1996

1ST INTERNAL BRANDS CREATIONS

**TRIBORD**  
DESIGNED BY WATER

**Quechua**



1997



1999



2000



2001

1ST OPENING SOUTH OF AMERICA IN BRAZIL



2003

OPENING IN CHINA

2004

LAUNCHING DECATHLON EXCHANGE, THE INTERNAL TRAINING CENTER



2005



2006

1ST CO-CONCEPTED GOODS SOLD IN STORES

2007

WE ARE BUILDING OUR 1ST ECO-FRIENDLY STORES IN FRANCE



2009



2010



2011

1ST OPENING IN SWEDEN.  
THE 1ST ENVIRONMENTAL CERTIFICATION  
OF A DECATHLON STORE



2012



2013



2014



2015



2016

WE HAVE EXPANDED TO MORE THAN  
1 095 STORES WORLDWIDE



2017



2018

WE HAVE OPENED 27 COUNTRIES IN THE LAST 3 YEARS



DECATHLON

UNITED

2019

THERE ARE MORE THAN

1647 DECATHLON STORES IN 938 CITIES

IN 57 COUNTRIES



400M  
SPORT USERS



93,000  
TEAMMATES



**523,000**  
CUSTOMERS

**130**  
TEAMMATES

**94%**  
TEAMMATES  
very fulfilled

**53%**  
of our MANAGERS  
internally recruited





[www.decathlon.se](http://www.decathlon.se)



100%  
DECATHLON's  
sports online



# CONTACT

## DECATHLON UNITED

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