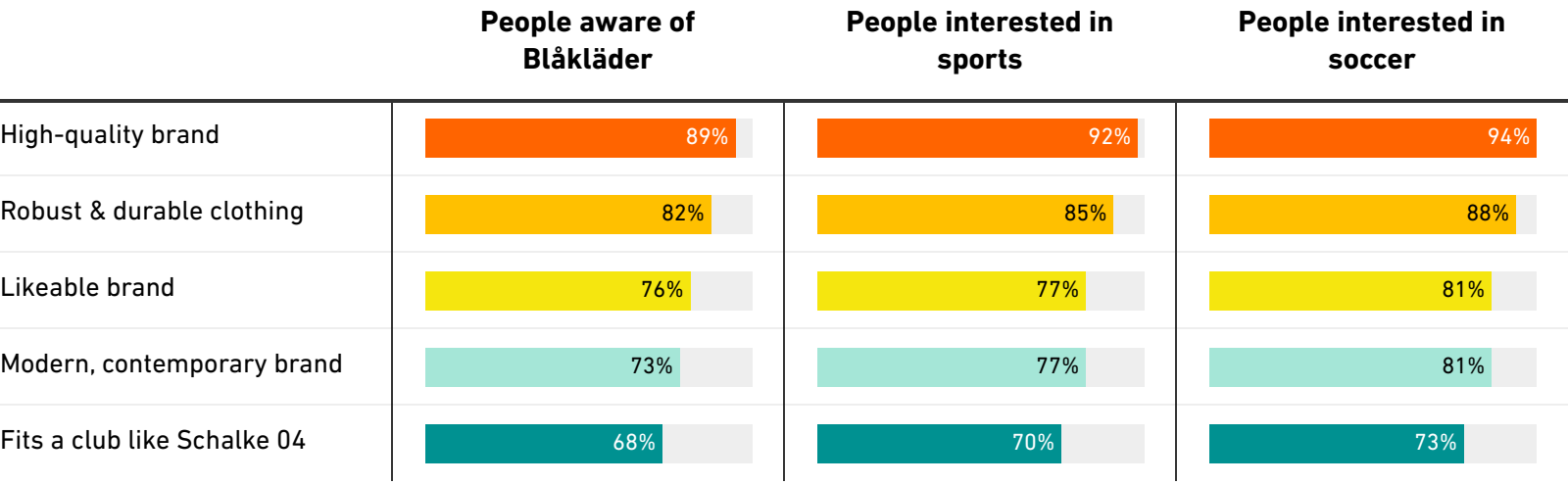
Perception of key brand attributes of Blåkläder



Agreement = Top 2 on a 4-point scale (“Fully agree” & “Rather agree”)

Survey date: 06/09/2026 to 06/10/2026
Survey country: Germany
Sample: n=228 people who are aware of Blåkläder as a brand, with n=208 people interested in sports (top 2 on 4-point scale) and n=176 people interested in soccer (top 2 on 4-point scale)
Question: To what extent do you agree with the following statements about Blåkläder? Blåkläder is a high-quality brand.; Blåkläder stands for durable and long-lasting clothing.; I find Blåkläder likable.; Blåkläder is a modern, contemporary brand.; Blåkläder fits to a club like Schalke 04.