

Asia-Pacific Athletic Sportswear and Footwear Market by Product Type (sports shoes, running and walking shoes, hiking, and backpacking shoes, aerobic and gym wear shoes, tracksuits and jerseys, t shirts and shorts, and others}, by Sports (football, cricket, basketball, tennis, adventure sports, cycling, yoga and gymnastics, running, boxing and others), by User, (men, women and kids): Regional Opportunity Analysis and Industry Forecast, 2021–2027.

<https://marketpublishers.com/r/A320EA349F9FEN.html>

Date: February 2021

Pages: 277

Price: US\$ 6,168.00 (Single User License)

ID: A320EA349F9FEN

Abstracts

The Asia-Pacific athletic sportswear and footwear market was valued at \$89,596.3 million in 2019, and is projected to reach \$110,586.9 million by 2027, registering a CAGR of 4.3% from 2021-2027.

Athletic sportswear and footwear are sporting goods that are majorly worn while performing sporting and recreational activities or during workout sessions. Athletic sportswear and footwear include aerobic & gym wear shoes, running shoes, tracksuits & jerseys and others. They are easily available in the market through various distribution channels, including franchise store, online stores, supermarkets/hypermarket, and specialty stores.

Increase in penetration of internet and continuous expansion of online stores are the major factors that drive the growth of the Asia-Pacific sportswear and footwear market.

Consumers are becoming more health conscious due to work-related stress and lifestyle disorders in the countries such as India, China, and Japan. Thus, increase in

number of health-conscious consumers has created a strong demand for athletic sportswear and footwear, which, in turn, augments the growth of the overall market. Moreover, rise in trend of fashionable sports apparel is fueling the growth of athletic sportswear and footwear market. Furthermore, continuous innovation in sportswear and footwear notably contributes toward the growth of the market. For instance, Adidas launched electronic-enabled shoes (smart shoe) that exhibit shock-absorbing feature depending on body weight, running style, speed, and running surface.

However, increase in proclivity of kids in indoor leisure activities is likely to hamper the growth of the market during the forecast period. On the contrary, increase in participation of women in sports is anticipated to offer remunerative opportunity for the expansion of the Asia-Pacific athletic sportswear and footwear market in the near future.

The Asia-Pacific athletic sportswear and footwear market is segmented into product type, sports, user, and country. By product type, the market is classified into sports shoes, running & walking shoes, hiking and backpacking shoes, aerobic & gym wear shoes, tracksuits & jerseys, t-shirts & shorts, and others. Depending on sports, it is fragmented into football, cricket, basketball, tennis, adventure sports, cycling, yoga & gymnastics, running, boxing, and others. On the basis of user, it is segregated into men, women, and kids. Country wise, it is studied across China, Hong Kong, Taiwan, India, Indonesia, Thailand, Philippines, Vietnam, Malaysia, Singapore, South Korea, Japan, Australia, New Zealand, South Africa, UAE and rest of Asia-Pacific.

The major players in the Asia-Pacific athletic sportswear and footwear industry analyzed in this report include Adidas AG, Asics Corporation, Brooks Running Company, Fila Holding Corporation, Li Ning Company Limited, New Balance, Inc. Nike, Inc., Puma Se, Skechers USA, Inc., and Under Armour, Inc. These players focus on prominent strategies to overcome competition and maintain as well as improve their share worldwide.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Asia Pacific athletic sportswear and footwear market from 2019 to 2027 to identify the prevailing market opportunities.

Porter's five forces analysis highlights the

potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in Asia-Pacific region are mapped according to their revenue contribution to the industry.

Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes the analysis of the Asia-Pacific market, key players, market segments, Gender, and growth strategies.

KEY MARKET SEGMENTS

By Product type

Sports Shoes

Running and Walking Shoes

Hiking and Backpacking Shoes

Aerobic and Gym Wear Shoes

Tracksuits and Jerseys

T Shirts and Shorts

Others

By Sports

Football

Cricket

Basketball

Tennis

Adventure Sports

Cycling,

Yoga and Gymnastics

Running

Boxing

Others

By User

Men

Women

Kids

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