

# **Outdoor Sports Apparel Market by Mode of Sale (Retail Stores, Supermarkets, Brand Outlets, Discount Stores, and Online Stores) and End User (Men, Women, and Kids): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

Outdoor sports refers to the leisure outdoor activities, such as hiking, camping, mountaineering, cycling, canoeing, caving, kayaking, rafting, rock climbing, running, sailing, skiing, sky diving, and surfing. These are meant to deliver enjoyment, exercise, challenge, fellowship, and psychological rehabilitation and provides an opportunity for people to experience nature. Outdoor sports apparel are mainly worn during these leisure activities. It includes shirts, jackets, fleece, trousers, pants, hoodies, pullover, tracksuits, track pants, jogging suits, jackets, tights, shorts, t-shirts, and other outdoor clothes and other outdoor clothes suitable for winter sports and water sports.

The global outdoor sports apparel market has witnessed significant growth owing to increase in interest of people toward adventure tourism. Nowadays, people love to experiment with destinations to gain deeper experience and absorb new cultures worldwide. They like to spend more time with family owing to increasingly hectic lifestyles. To gain a valuable and unforgettable experience, people increasingly opt for unique trips, which include cultural visit, cruising, and outdoor sports activities. Outdoor sports apparel are fashionable and specially designed to provide comfort and agility to consumers during these outdoor activities. Growth in interest of consumer toward adventure tourism and other outdoor sports activities drive the market growth. The market is further supplemented by the growing health awareness and increase in participation youth and old population in various physical and fitness activities such as aerobics, swimming, running, and yoga. These apparels enhance the performance during physical fitness activities by improving the body movement as compared to

regular clothes.

Other factors such as sheer inclination of people toward unique and exotic holiday experiences, increase in the middle & upper class disposable income & related expenditure, and growth in need and interest of people toward outdoor sports boost the growth of the outdoor sports apparel market. However, shift in trend toward sportswear and availability of low quality and counterfeit products restrict the growth of the market. On contrary, the rise in demand for trendy and fashionable sports apparel leads toward the launch of new products to cater to the demand for the customers. The increase in demand for trendy fitness apparel by the middle-aged individuals segment has increased in the past few years, which is anticipated to provide growth opportunities for the market.

The outdoor sports apparel market is segmented based on mode of sale, end user, and region. Based on mode of sale, it is classified into retail stores, supermarkets, brand outlets, discount stores, and online stores. Based on end user, the market is classified into men, women, and kids. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report include The North Face, Patagonia Inc., Columbia Sportswear Company, Kathmandu Limited, Woolrich Inc., Nevisport Ltd, Cotswold Outdoor Ltd, Mountain Warehouse Ltd, Under Armour, Inc., and Snowgum.

## KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the market from 2018 to 2025 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

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 each region are mapped according to their revenue contribution to the global industry. Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

Key market players and their strategies are analyzed to understand the competitive outlook of the market.

## KEY MARKET SEGMENTS

### Mode of Sale

Retail Stores

Supermarkets

Brand Outlets

Discount Stores

Online Stores

### End User

Men

Women

Kids

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Saudi Arabia

United Arab Emirates(UAE)

Rest of LAMEA

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FIGURE 47. UNDER ARMOUR, INC.: NET SALES, 2016–2018 (\$MILLION)

FIGURE 48. UNDER ARMOUR, INC.: REVENUE SHARE BY SEGMENT, 2018 (%)



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