

Tennis Wear Market By Type (Apparel, Footwear, Accessories) , By Price Range (Premium, Economy) By End User (Men, Women, Children) By Distribution Channel (B2B, Specialty Stores, Departmental Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

Tennis Wear Market

The tennis wear market was valued at \$29.8 billion in 2023 and is projected to reach \$43.8 billion by 2034, growing at a CAGR of 3.6% from 2024 to 2034.

Tennis wear is the specialized form of clothing designed to ensure the convenience of players while playing. Tennis is a sport that requires significant running and several quick moves & twists. Therefore, flexible clothing and accessories are essential for athletes to play freely on the court. The key features of tennis wear include breathability, light weight, optimal grip, and moisture wicking.

Increase in the popularity of tennis across different sectors, including school programs, community leagues, and large tournaments is a significant driver of the tennis wear market. In addition, rise in the popularity of athleisure fashion augments the growth of the market as consumers are purchasing tennis wear for casual purposes. A latest trend acquiring traction in the tennis wear market is the utility of smart technologies for the development of apparels. Manufacturers are leveraging the capabilities of nanotechnology to develop quick-drying, sweat-proof, and water-resistant clothing with refined breathability. Furthermore, they are utilizing features such as compression fits & mesh panels to reduce tiredness and provide comfort to players in the court.

However, the trend of fast fashion presents stringent competition to the conventional tennis wear, hampering the development of the market. Moreover, the presence of several market players results in pricing pressures and reduced profitability, which restraints the growth of the tennis wear market. On the contrary, efforts by stakeholders to promote sustainability through tennis wear are anticipated to open new avenues for the market. Giant sportswear brands such as Adidas have established specific sustainability targets and are utilizing recycled polyester, wood-based fibers, mycelium, & ocean plastic to create eco-friendly apparel. With an exponentially growing environment-conscious population, the tennis wear market is poised to witness lucrative opportunities in the future.

Segment Review

The tennis wear market is segmented into type, price range, end user, distribution channel, and region. On the basis of type, the market is divided into apparel, footwear, and accessories. Depending on price range, it is bifurcated into premium and economy. As per end user, it is classified into men, women, and children. By distribution channel, it is categorized into B2B, specialty stores, departmental stores, online sales channel, others. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the apparel segment held a high share of the market in 2023.

Depending on price range, the economy segment acquired a high stake in the market in 2023.

As per end user, the men segment dominated the market in 2023.

By distribution channel, the B2B segment accounted for a high market share in 2023.

Region-wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global tennis wear market include Nike, Inc., Adidas AG, Wilson Sporting Goods Co., Under Armour, Inc., Puma SE, Babolat, ASICS

Corporation, Fila Holdings Corp., Groupe Lacoste S.A., and K-Swiss Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Brands Share Analysis

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Product Consumption Analysis

Key Market Segments

By Type

Apparel

Footwear

Accessories

By Price Range

Premium

Economy

By End User

Men

Women

Children

By Distribution Channel

B2B

Specialty Stores

Departmental Stores

Online Sales Channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Nike, Inc.

Adidas AG

Wilson Sporting Goods Co.

Under Armour, Inc.

Puma SE

Babolat.

ASICS Corporation

Fila Holdings Corp.

Groupe Lacoste S.A.

K-Swiss Inc.

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