

# **Workout Clothes Market By Product Type (Tops, Bottoms, Others), By End User (Men, Women, Others), By Material Type (Polyester, Nylon, Spandex, Cotton, Others), By Distribution Channel (Sporting Goods Retailers, Departmental Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2024-2035**

<https://marketpublishers.com/r/W30CB4CA4763EN.html>

Date: February 2025

Pages: 480

Price: US\$ 2,439.00 (Single User License)

ID: W30CB4CA4763EN

## **Abstracts**

The global workout clothes industry was valued at \$181.3 billion in 2023 and is projected to reach \$344.4 billion by 2035, growing at a CAGR of 5.6% from 2024 to 2035.

Workout clothes are specially designed garments for physical activities like exercise, sports, and training. They prioritize comfort, flexibility, and support, allowing for ease of movement during workouts. Many workout clothes are made from breathable fabrics that promote airflow and wick away sweat, helping to keep the body cool and dry. Wearing the right attire can enhance performance by reducing discomfort and preventing irritation. Some designs also offer additional support for muscles and joints, making activities like running, weightlifting, and stretching more comfortable and effective. Beyond the gym, workout clothes have become popular for casual wear, seamlessly blending functionality with everyday style.

The growing focus on health and the widespread adoption of active lifestyles have been key drivers in the global workout clothes market. Consumers are increasingly seeking moisture-wicking, breathable, and stretchable fabrics that enhance mobility and ensure durability during physical activities. With more people engaging in fitness routines—such as gym workouts, yoga, running, and outdoor activities—demand for comfortable, high-performance workout clothes has risen. Additionally, workout clothes are now

commonly chosen for both exercise and everyday wear, boosting the demand for apparel that combines comfort and functionality. To meet consumer expectations, brands are introducing innovative designs with advanced performance features and modern aesthetics.

However, the rise of counterfeit workout clothes has negatively impacted brand reputations and constrained market growth. Fake products, often made from subpar materials, fail to deliver the durability, comfort, and performance that consumers expect from trusted brands. Buyers who unknowingly purchase counterfeit items may experience discomfort, poor fit, and rapid deterioration, leading to dissatisfaction. These negative experiences with low-quality imitations can erode consumer trust in authentic brands, as they may mistakenly associate poor performance with the original manufacturer. On a positive note, the growth of e-commerce and direct-to-consumer sales have opened significant opportunities in the workout clothes market by improving accessibility and eliminating traditional retail barriers.

Online platforms enable brands to reach a broader audience without the need for physical stores, significantly expanding their share of the global workout clothes market. Digital storefronts offer detailed product descriptions, customer reviews, and personalized recommendations, making it easier for consumers to compare options and make informed purchases. Brands that adopt eco-friendly manufacturing practices, such as waterless dyeing and reducing chemical treatments, have gained a competitive advantage. Leading companies like Nike, Under Armour, and Lululemon have played a pivotal role in shaping the market by introducing innovative fabric technologies, including moisture-wicking materials and compression wear.

## **Segment Review**

The workout clothes market is segmented on the basis of product type, end user, material type, distribution channel, and region. Based on product type, the market is divided into tops, bottoms, and others. Based on end user, the market is categorized into men, women, and others. Based on material type, the market is fragmented into polyester, nylon, spandex, cotton, and others. Based on distribution channel, the market is classified into sporting goods retailers, departmental stores, online sales channel, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## **Key Findings:**

By product type, the tops segment was the highest revenue contributor to the market in 2023.

By end user, the men segment was the largest segment in 2023.

By material type, the polyester segment holds majority share in 2023.

By distribution channel, the sporting goods retailers segment was the largest segment in 2023

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

### Competitive Landscape

The key players operating in the global workout clothes industry include Nike, Inc., Adidas AG, Lululemon Athletica Inc., Under Armour, Inc., Puma SE, VF Corporation, ASICS Corporation, New Balance Athletics, Inc., Gymshark Ltd., and Gap Inc.

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Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

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

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Volume Market Size and Forecast

## **Key Market Segments**

By End User

Men

Women

Others

## By Product Type

Tops

Bottoms

Others

## By Material Type

Polyester

Nylon

Spandex

Cotton

Others

## By Distribution Channel

Sporting Goods Retailers

Departmental Stores

Online Sales Channel

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Singapore

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

South Africa

UAE

Rest of LAMEA

### Key Market Players

Nike, Inc.

Under Armour, Inc.

Puma SE

ASICS Corporation

Gap Inc.

Gymshark Limited

Lululemon Athletica Inc.

Adidas AG

VF Corporation

New Balance Athletics, Inc.

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