

Global Activewear Market Size study, By End User (Men, Women, Kids), By Distribution Channel (In-store, Online), and Regional Forecasts 2022-2028

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Abstracts

Global Activewear Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Activewear refers to clothing designed to be worn for sports, exercise, and outdoor activities. These includes several types of clothing such as yoga pants, tights, joggers, shorts, trackpants , hoodies, jackets, t-shirts, and tank tops among others. Polyester is widely used material for active wear due to its fast-drying properties. Growing preference inclination towards modern clothing and rising online clothing and apparel industry as well as increasing demand for activewear clothing and sports gear are driving the growth of Activewear Market. For instance, according to Statista - In 2021, the global e-commerce fashion industry was valued at USD 668 billion, and as per projections the market is expected to grow to USD 1.2 trillion by 2025. Furthermore, in April 2022, Walmart launched its new private label Activewear brand named Love & Sports. This new brand is unveiled in partnership with fashion designer Michelle Smith and SoulCycle instructor Stacey Griffith. Activeweares under this new brand would be available on Walmart's website and its 1,500 stores. Also, growing health consciousness among individuals and rising disposable income levels, and living standards are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, disruption in global supply chains due to COVID-19 pandemic impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Activewear Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing health awareness and presence of leading sportswear & active wear brands in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast

period 2022-2028. Factors such as rising demand for gym and sportswear among millennials and increasing number of e-commerce platform in the region, would create lucrative growth prospects for the Activewear Market across the Asia Pacific region.

Major market players included in this report are:

Adidas AG

Nike Inc.

PUMA SE

The Columbia Sportswear Company

VF Corporation

PVH Corp.

ASICS Corporation

Skechers U.S.A., Inc.

Under Armour, Inc.

Hanesbrands Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

End-user

Men

Women

Kids

Distribution Channel

In-store

Online

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Activewear Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
 - 1.2.1. Global Activewear Market, by Region, 2020-2028 (USD Million)
 - 1.2.2. Global Activewear Market, by End-user, 2020-2028 (USD Million)
 - 1.2.3. Global Activewear Market, by Distribution Channel, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL ACTIVEWEAR MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL ACTIVEWEAR MARKET DYNAMICS

- 3.1. Activewear Market Impact Analysis (2020-2028)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rising preference inclination towards modern clothing
 - 3.1.1.2. Growing online clothing and apparel industry.
 - 3.1.1.3. increasing demand for activewear clothing and sports gear.
 - 3.1.2. Market Challenges
 - 3.1.2.1. Disruptions in global supply chains due to COVID-19 pandemic.
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing health consciousness among individuals.
 - 3.1.3.2. Rising disposable income levels, and living standards

CHAPTER 4. GLOBAL ACTIVEWEAR MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL ACTIVEWEAR MARKET, BY END-USER

- 6.1. Market Snapshot
- 6.2. Global Activewear Market by End-user, Performance - Potential Analysis
- 6.3. Global Activewear Market Estimates & Forecasts by End-user 2018-2028 (USD Million)
- 6.4. Activewear Market, Sub Segment Analysis
 - 6.4.1. Men
 - 6.4.2. Women
 - 6.4.3. Kids

CHAPTER 7. GLOBAL ACTIVEWEAR MARKET, BY DISTRIBUTION CHANNEL

- 7.1. Market Snapshot
- 7.2. Global Activewear Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Activewear Market Estimates & Forecasts by Distribution Channel 2018-2028 (USD Million)
- 7.4. Activewear Market, Sub Segment Analysis

7.4.1. In-store

7.4.2. Online

CHAPTER 8. GLOBAL ACTIVEWEAR MARKET, REGIONAL ANALYSIS

8.1. Activewear Market, Regional Market Snapshot

8.2. North America Activewear Market

8.2.1. U.S. Activewear Market

8.2.1.1. End-user estimates & forecasts, 2018-2028

8.2.1.2. Distribution Channel estimates & forecasts, 2018-2028

8.2.2. Canada Activewear Market

8.3. Europe Activewear Market Snapshot

8.3.1. U.K. Activewear Market

8.3.2. Germany Activewear Market

8.3.3. France Activewear Market

8.3.4. Spain Activewear Market

8.3.5. Italy Activewear Market

8.3.6. Rest of Europe Activewear Market

8.4. Asia-Pacific Activewear Market Snapshot

8.4.1. China Activewear Market

8.4.2. India Activewear Market

8.4.3. Japan Activewear Market

8.4.4. Australia Activewear Market

8.4.5. South Korea Activewear Market

8.4.6. Rest of Asia Pacific Activewear Market

8.5. Latin America Activewear Market Snapshot

8.5.1. Brazil Activewear Market

8.5.2. Mexico Activewear Market

8.6. Rest of The World Activewear Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. Adidas AG

9.2.1.1. Key Information

9.2.1.2. Overview

9.2.1.3. Financial (Subject to Data Availability)

9.2.1.4. Product Summary

- 9.2.1.5. Recent Developments
- 9.2.2. Nike Inc.
- 9.2.3. PUMA SE
- 9.2.4. The Columbia Sportswear Company
- 9.2.5. VF Corporation
- 9.2.6. PVH Corp.
- 9.2.7. ASICS Corporation
- 9.2.8. Skechers U.S.A., Inc.
- 9.2.9. Under Armour, Inc.
- 9.2.10. Hanesbrands Inc.

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Activewear Market, report scope

TABLE 2. Global Activewear Market estimates & forecasts by Region 2018-2028 (USD Million)

TABLE 3. Global Activewear Market estimates & forecasts by End-user 2018-2028 (USD Million)

TABLE 4. Global Activewear Market estimates & forecasts by Distribution Channel 2018-2028 (USD Million)

TABLE 5. Global Activewear Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 6. Global Activewear Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 7. Global Activewear Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 8. Global Activewear Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 9. Global Activewear Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 10. Global Activewear Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 11. Global Activewear Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 12. Global Activewear Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 13. Global Activewear Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 14. Global Activewear Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 15. U.S. Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 16. U.S. Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 17. U.S. Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 18. Canada Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 19. Canada Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 20. Canada Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. UK Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 22. UK Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 23. UK Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. Germany Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 25. Germany Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 26. Germany Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. RoE Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 28. RoE Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 29. RoE Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. China Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 31. China Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 32. China Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. India Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 34. India Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 35. India Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. Japan Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 37. Japan Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 38. Japan Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 39. RoAPAC Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 40. RoAPAC Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 41. RoAPAC Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. Brazil Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 43. Brazil Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 44. Brazil Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Mexico Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 46. Mexico Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 47. Mexico Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. RoLA Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 49. RoLA Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 50. RoLA Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. Row Activewear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 52. Row Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 53. Row Activewear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. List of secondary sources, used in the study of global Activewear Market

TABLE 55. List of primary sources, used in the study of global Activewear Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Activewear Market, research methodology
- FIG 2. Global Activewear Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Activewear Market, key trends 2021
- FIG 5. Global Activewear Market, growth prospects 2022-2028
- FIG 6. Global Activewear Market, porters 5 force model
- FIG 7. Global Activewear Market, pest analysis
- FIG 8. Global Activewear Market, value chain analysis
- FIG 9. Global Activewear Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Activewear Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Activewear Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Activewear Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Activewear Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Activewear Market, regional snapshot 2018 & 2028
- FIG 15. North America Activewear Market 2018 & 2028 (USD Million)
- FIG 16. Europe Activewear Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Activewear Market 2018 & 2028 (USD Million)
- FIG 19. Global Activewear Market, company Market share analysis (2021)

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