

# **Global Athleisure Market Size Study & Forecast, by Product (Yoga Apparel, Shirts & T-Shirts, Leggings, Shorts, Others), Category (Mass, Premium), End-user (Men, Women, Children), Distribution Channel (Hypermarkets & Supermarkets, Sporting Goods Retailers, Online, Others) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Athleisure Market, valued at approximately USD 391.37 billion in 2024, is projected to expand at a robust CAGR of 9.30% during the forecast period 2025-2035. Athleisure, a hybrid fashion category blending athletic performance with everyday comfort, has evolved into a cultural movement shaped by shifting consumer lifestyles, rising health awareness, and the global pivot toward casualization in apparel. As consumers increasingly integrate wellness routines into their daily schedules, athleisure apparel has seamlessly slipped into both professional and social spaces, enabling brands to elevate product innovation, experiment with fabric technology, and introduce versatile silhouettes. The industry's rapid growth is also stimulated by the surge in fitness engagement, the proliferation of boutique studios, and expanding digital fitness ecosystems, all of which continue to push consumers toward performance-driven yet style-forward apparel.

The market's momentum further accelerates as fashion labels and sportswear giants strategically blur the lines between activewear and streetwear, creating aspirational collections that resonate deeply with younger demographics. As global work cultures adopt more relaxed dress codes and hybrid work models, consumers are increasingly reaching for comfortable wearables that still present a polished look—making athleisure an easy choice. Meanwhile, sustainability-driven demands compel companies to

redesign their material strategies, embrace recycled fibers, and incorporate responsible manufacturing methods. Continuous advancements in moisture-wicking fabrics, stretchable composites, and ergonomic designs are unlocking new avenues for premiumization, allowing brands to command higher price points. However, growing market saturation and fluctuating raw material costs may challenge players, especially in the mass category, during the forecast horizon of 2025-2035.

The detailed segments and sub-segments included in the report are:

**By Product:**

Yoga Apparel

Shirts & T-Shirts

Leggings

Shorts

Others

**By Category:**

Mass

Premium

**By End-user:**

Men

Women

Children

**By Distribution Channel:**

Hypermarkets & Supermarkets

Sporting Goods Retailers

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Yoga apparel is expected to dominate the market as consumers gravitate toward comfortable yet high-performing garments that can transition effortlessly between fitness routines and daily wear. The rise of yoga studios, home-based workouts, and wellness tourism has created a thriving ecosystem where yoga apparel captures a significant share of demand. This dominance is also propelled by brands leaning into flexible, breathable designs infused with advanced textile technologies that provide improved durability and support. However, shirts and T-shirts continue to gain traction due to their universal appeal, versatility, and frequent integrations with lifestyle-driven fashion trends.

In terms of revenue contribution, the premium athleisure category currently leads the market, driven by its ability to capitalize on superior material quality, brand prestige, and

innovative performance features. Premium offerings often incorporate cutting-edge technologies—such as temperature-regulating fibers, compression benefits, and antimicrobial properties—positioning them as long-lasting wardrobe essentials. While the mass category holds broader consumer reach, the premium segment is outpacing others due to its appeal among urban and affluent consumers seeking elevated design aesthetics, exclusivity, and enhanced functionality. This dual dynamic underscores a market where mass products secure volume, but premium lines drive significant revenue expansion.

Across regional landscapes, North America commanded the largest share of the athleisure market in 2025, supported by a strong fitness culture, high brand penetration, and a well-established sportswear ecosystem. The region's mature retail networks and fast-adapting consumer base consistently reinforce demand for athleisure wear. Meanwhile, Asia Pacific is projected to witness the fastest growth during the forecast period, propelled by rapid urbanization, rising disposable incomes, and the strong influence of social media trends on fashion choices. Countries like China and India are experiencing a dramatic shift toward active lifestyles, catalyzed by large youthful populations and expanding e-commerce infrastructure. Europe also remains a critical contributor, backed by sustainability-focused brands and consumers who increasingly value minimalistic, functional fashion.

Major market players included in this report are:

Lululemon Athletica Inc.

Adidas AG

Nike Inc.

Puma SE

Under Armour Inc.

VF Corporation

Columbia Sportswear Company

Hanesbrands Inc.

ASICS Corporation

Gap Inc.

H&M Group

Patagonia Inc.

Decathlon S.A.

New Balance Athletics Inc.

Levi Strauss & Co.

#### Global Athleisure Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth Factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments and countries in recent years and to forecast their values for the coming decade. The report integrates both qualitative and quantitative insights to deliver a comprehensive view of industry dynamics across participating regions. Additionally, it highlights crucial factors influencing market performance—such as growth drivers, restraints, challenges, and

emerging opportunities—while also mapping investment prospects in micro-markets. A detailed evaluation of the competitive landscape and product strategies of key players is included, along with segmental breakdowns and sub-segment analysis that contribute to precise market forecasting.

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed assessment of the geographical landscape with country-level analysis of major regions.

Competitive landscape profiling major market players.

Evaluation of core business strategies and recommendations for future market positioning.

Analysis of the competitive structure of the market.

Demand-side and supply-side data assessment.

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