

Global Baselayer Compression Shirts Market Size Study, By End-Use (Male, Female), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Stores, Online, Others), and Regional Forecasts 2022-2032

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Abstracts

The Global Baselayer Compression Shirts Market was valued at USD 437.88 million in 2023 and is projected to grow at a CAGR of 8.5% from 2024 to 2032. The rising popularity of fitness activities, increasing awareness of maintaining an active lifestyle, and the demand for performance-enhancing sports apparel are key drivers propelling the market growth. Baselayer compression shirts are increasingly preferred for their muscle support, temperature regulation, moisture-wicking, and comfort-enhancing properties, making them essential for athletes, fitness enthusiasts, and everyday consumers engaged in physical activities.

The global fitness industry, coupled with the increasing adoption of compression wear in professional and amateur sports, is fueling market demand. Innovations in textile technology, such as the incorporation of seamless knitting, compression zoning, and sweat-resistant fabrics, have led to improved comfort and durability, further driving adoption. Social media influence and digital marketing strategies have also played a crucial role in boosting brand visibility and consumer engagement, leading to a surge in online sales.

The expansion of e-commerce and direct-to-consumer (DTC) sales channels has transformed the purchasing patterns of consumers, offering them a wider variety of options, competitive pricing, and convenience. Major brands leverage digital platforms to market their products through athlete endorsements, social media campaigns, and influencer partnerships, which significantly enhance consumer reach and brand

engagement.

Market Segmentation & Regional Insights- The specialty stores segment accounted for the largest market share in 2024, as these stores offer personalized shopping experiences, expert recommendations, and high-quality athletic apparel that cater specifically to sports enthusiasts. However, the online segment is projected to witness the fastest CAGR, driven by increased smartphone penetration, rising digitalization, and the availability of discounted products on e-commerce platforms.

By end use, the male segment dominated the market, capturing a revenue share of 56.4% in 2024, largely due to the high participation of men in activities such as weightlifting, running, cycling, and team sports. Meanwhile, the female segment is anticipated to grow steadily as more women engage in fitness and professional sports, prompting brands to expand their gender-specific athletic wear offerings.

Regionally, North America led the global market, accounting for 38.5% of revenue in 2024, due to a strong fitness culture, high disposable income, and well-established sports leagues such as the NBA, NFL, and NHL, which drive sportswear adoption. Europe and Asia-Pacific are also witnessing substantial growth, fueled by rising consumer awareness of sports apparel benefits, the increasing popularity of gym culture, and growing investment in sports infrastructure.

Major Market Players Included in This Report

Under Armour, Inc.

adidas AG

Nike, Inc.

PUMA SE

Decathlon

Canterbury

Spanx, LLC

2XU

Zensah

DragynSkyn

SKINS Compression US

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By End-Use:

Male

Female

By Distribution Channel:

Hypermarkets & Supermarkets

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Spain

Italy

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

South Africa

Years Considered for the Study

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecasts for 10 Years (2022-2032)

Annualized Revenue Analysis & Regional Breakdown

Detailed Geographical Market Trends & Growth Projections

Competitive Landscape Insights & Leading Market Players

Evaluation of Key Business Strategies & Market Opportunities

Supply & Demand Side Analysis of the Market

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