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Global Gym Apparel Market Size Study & Forecast, by Product Type (Top Wear, Bottom Wear, Others) and End User (Men, Women, Children) and Regional Forecasts 2025-2035

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Abstracts

The Global Gym Apparel Market, valued at roughly USD 110.68 billion in 2024, is set to advance at a remarkable pace through 2035, underpinned by a CAGR of nearly 9.6%. Gym apparel—long considered a functional necessity—has increasingly evolved into a cultural symbol representing wellness, identity, and lifestyle aspiration. As consumers worldwide adopt fitness-oriented routines and blend activewear into daily wardrobes, demand for specialized, performance-driven clothing has intensified. Market expansion is further propelled by urbanization, rising health consciousness, and the surging popularity of hybrid work-life models, which encourage athleisure use beyond the gym. With brands aggressively innovating moisture-wicking fabrics, sustainable textiles, and adaptive fits, the industry continues to diversify its appeal across demographics and regions.

The meteoric rise of fitness participation—driven by boutique gyms, at-home workouts, and social media–powered motivation—has notably amplified the consumption of gym apparel. As wellness communities grow and training habits proliferate across age groups, apparel makers are leveraging advanced materials, ergonomic tailoring, and smart fabric technologies to cater to increasingly sophisticated users. Simultaneously, digital commerce has amplified market reach, enabling brands to scale rapidly while personalizing offerings through data-driven insights. These trends collectively unlock compelling growth opportunities over the forecast period. However, fluctuating raw material costs and the intensifying shift toward sustainable clothing require industry participants to reconfigure manufacturing strategies to remain competitive between 2025 and 2035.

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

By Product Type:

Top Wear

Bottom Wear

Others

By End User:

Men

Women

Children

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

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UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Top Wear is Expected to Dominate the Market

Top wear commands the lion’s share of the market, consistently reinforcing its status as the most indispensable category in fitness clothing. As consumers increasingly gravitate toward performance-optimized T-shirts, compression layers, sports bras, and tanks, the segment maintains dominance due to its versatility, higher purchase frequency, and continuous design innovation. The advent of fabric technologies that regulate body heat, repel sweat, and enhance mobility has further accelerated adoption. Although top wear leads in sheer volume and visibility, bottom wear—particularly leggings and performance shorts—continues to gain traction and is forecast to emerge as one of the fastest-growing sub-segments, driven by both athleisure appeal and intensive training styles.

Online Channels Lead in Revenue Contribution

While offline retail still maintains broad market presence, online channels have decisively seized the revenue lead, driven by expansive product variety, frictionless purchasing, and global accessibility. E-commerce platforms, equipped with AI-powered recommendations, virtual try-ons, and influencer-backed campaigns, have transformed the digital shopping experience into a major revenue engine for gym apparel brands. At the same time, offline stores remain crucial for tactile experiences and brand discovery, prompting companies to adopt hybrid retail strategies. Though online distribution currently dominates in revenue, offline formats are benefitting from experiential retail concepts, positioning them as a steadily growing contributor within the distribution landscape.

North America dominated the market in 2025, fortified by its mature fitness culture, strong spending capacity, and high penetration of premium activewear brands. The region’s deep-rooted gym ecosystem—ranging from large-scale fitness chains to boutique studios—continues to propel apparel consumption. Meanwhile, Asia Pacific is projected to be the fastest-growing region during the forecast period. Its surge is attributed to increasing youth population, rapid digital adoption, and rising lifestyle expenditure across markets such as China, India, and Southeast Asia. Europe, Latin America, and the Middle East & Africa also present meaningful opportunities, each influenced by growing wellness movements, expanding retail networks, and cultural shifts toward active living.

Major market players included in this report are:

Nike, Inc.

Adidas AG

Under Armour, Inc.

PUMA SE

Lululemon Athletica Inc.

ASICS Corporation

Columbia Sportswear Company

Decathlon S.A.

VF Corporation

Anta Sports Products Ltd.

New Balance Athletics, Inc.

Skechers USA, Inc.

Hanesbrands Inc.

Li-Ning Company Limited

Fila Holdings Corp.

Global Gym Apparel Market Report Scope:

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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 across major segments and countries for recent years and to deliver forecasts extending through 2035. This report integrates quantitative and qualitative insights across all participating nations, offering a comprehensive overview of the industry's evolution. It further identifies key catalysts and barriers that will influence future growth, while spotlighting micro-market opportunities that invite strategic investment from stakeholders. An in-depth assessment of the competitive landscape and product portfolios of leading companies is also included to support informed decision-making. The detailed segmentation of the market is outlined below:

Key Takeaways:

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

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

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

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

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approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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Contents

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CHAPTER 9. COMPETITIVE INTELLIGENCE

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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