

Global Sustainable Athleisure Market Size study, by Type (Mass and Premium), by Product (Shirt, Yoga Pant, Leggings, Shorts and Others), by Gender (Men and Women), by Distribution Channel (Offline and Online), and Regional Forecasts 2021-2027

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Abstracts

Global Sustainable Athleisure Market is valued approximately at USD 83.38 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.40% over the forecast period 2021-2027. Sustainable athleisure refers to a form of hybrid clothing manufactured using environment-friendly components and processes. They use natural fibers, such as cotton, hemp, merino wool, bamboo and recycled synthetics through chemical-free and environment friendly production methods. Growing standard of living due to growing urbanization, increasing number of fitness clubs at workplaces and new product launch from market players are fueling the demand of sustainable athleisure in the market. For instance, in January 2021, redemption in partnership with Eco-Age, launched sustainable athleisure collection “Athletix”. In the making of Athletix, sourced materials such as recycled nylon and polyester are used and the labelling and packaging is also recycled. Also, according to United nations report of 2018, 55% of world population is living in cities, which is expected to increase to 68% by 2050. Furthermore, increasing number of sports tournaments are expected to boost the demand in future. However, high cost of sustainable athleisures may hamper the growth during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the regions taken into consideration for regional analysis of the global Sustainable Athleisure. North America is the dominating region across the world in terms of market share due rising popularity of sports, outdoor and fitness activities such as camping. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast

period 2021-2027, due growing urbanization, rising number of sports championship and high standard of living.

Major market player included in this report are:

Adidas AG
Bombay Dyeing
Diyou Fibre (M) Sdn Bhd
Far Eastern Group
Indorama Ventures Public Company Limited
Nirmal Fibres (P) Ltd.
Reliance Industries Limited
Shubhalakshmi Polyesters Ltd
Tongkun Group Co., Ltd.
W. Barnet GmbH & Co. KG

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:

By Type:

Mass

Premium

By Product:

Shirt

Yoga Pant

Leggings

Shorts

Others

By Gender:

Men

Women

By Distribution Channel:

Offline

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

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Sustainable Athleisure 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

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