

# Global Yoga Clothing Market Size Study, by Type (Women, Men, Children), by Distribution Channel (Online, Offline), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GC4A28E2A91AEN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GC4A28E2A91AEN

## Abstracts

The Global Yoga Clothing Market is projected to expand significantly, driven by a rising global focus on health and wellness. Valued at USD 28.29 billion in 2023, the market is anticipated to grow at a CAGR of 9.7% from 2024 to 2032. The increasing prevalence of lifestyle diseases such as diabetes and cardiovascular disorders has fostered widespread yoga adoption, subsequently boosting demand for appropriate apparel tailored for various postures and physical activities.

Yoga, now a mainstream fitness activity embraced by diverse demographics, has cultivated a robust market for activewear designed for Yoga and complementary exercises such as Pilates and running. Social media platforms, especially Instagram and TikTok, alongside influencers, have played a pivotal role in showcasing yoga apparel, thus amplifying consumer interest. Yoga retreats, expanding studio networks, and workshops globally further drive the need for functional, stylish, and high-performance yoga clothing.

Manufacturers have capitalized on the athleisure trend, merging style with utility to create versatile apparel that transcends yoga practice into daily wear. The integration of advanced fabric technologies, including moisture-wicking, anti-odor, and smart fabrics that monitor vital statistics, has significantly enhanced product functionality. Inclusive sizing initiatives have further expanded market reach, catering to diverse body types and promoting body positivity.

Regionally, North America led the market in 2023, benefiting from health-conscious urban populations, innovative product offerings, and extensive marketing efforts. Europe also showed strong performance, while the Asia Pacific region is set to grow at the

fastest rate, propelled by initiatives promoting yoga and fitness.

Major market players included in this report are:

Lululemon Athletica

Alo, LLC

Athleta LLC

Beyond Yoga

Green Apple Active

CRZ YOGA

Mika Body Wear

Mukha Yoga

Be Present

Jala

Vuori

Niyama Sol

Prana

Manduka

Outdoor Voices

The detailed segments and sub-segments of the market are explained below:

By Type:

Women

Men

Children

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

U.K.

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

South Korea

Australia & New Zealand

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

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 approaches.

Analysis of the competitive structure of the market.

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

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