

Global Active Wear Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Active wear, also known as athleisure, refers to clothing designed for athletic activities and casual wear. This segment has gained significant popularity in recent years, blurring the lines between sportswear and fashion. Active wear is characterized by its comfort, moisture-wicking properties, and versatility, making it suitable for both workouts and everyday wear.

The global active wear market size in 2023 was approximately USD 180 billion, driven by the increasing health consciousness among consumers, the rise of athleisure as a fashion trend, and the growing preference for comfortable clothing. The market is projected to grow at a compound annual growth rate (CAGR) of 6.5% from 2024 to 2032, reaching USD 280 billion by the end of the forecast period.

Several key growth drivers propel the active wear market forward. Firstly, the shift towards a more active lifestyle and the increasing participation in fitness activities drive the demand for functional and stylish activewear. Secondly, the influence of social media and celebrities promoting athleisure wear has significantly boosted consumer interest. Additionally, advancements in fabric technology, such as moisture-wicking and odor-resistant materials, enhance the performance and comfort of active wear, further fueling market growth.

Analyzing market trends, we observe several significant developments shaping the active wear industry. One prominent trend is the focus on sustainability, with consumers demanding eco-friendly materials and ethical manufacturing practices. Brands are responding by incorporating recycled materials, reducing waste, and implementing

sustainable production processes. Another trend is the rise of inclusive sizing, with brands expanding their size ranges to cater to a diverse customer base and promote body positivity.

Furthermore, customization and personalization are gaining traction in the active wear market, allowing consumers to design their own pieces or tailor garments to their preferences. This trend enhances customer engagement and loyalty by offering unique products that resonate with individual tastes and styles. Additionally, the integration of technology in activewear, such as smart fabrics, wearable sensors, and fitness tracking capabilities, is transforming the way people interact with their clothing and monitor their performance.

In terms of regional market distribution, North America and Europe are leading markets for active wear, driven by a strong fitness culture, increasing health awareness, and a fashion-forward consumer base. These regions benefit from established athleisure trends and a high demand for premium activewear brands. In contrast, the Asia-Pacific region is experiencing rapid growth in the active wear market, fueled by rising disposable incomes, urbanization, and a growing focus on health and wellness.

Despite the positive outlook, the active wear market faces challenges that could impact its growth. One key challenge is the intense competition among brands, leading to pricing pressures and the need for constant innovation to differentiate products. Additionally, the threat of counterfeit products and intellectual property infringement poses risks to brand reputation and market share, necessitating robust brand protection strategies.

In conclusion, the active wear market continues to expand globally, driven by evolving consumer preferences, lifestyle changes, and technological advancements. Brands that prioritize sustainability, inclusivity, customization, and innovation are likely to succeed in this competitive landscape. By understanding and adapting to market trends, companies can capitalize on the growing demand for functional, stylish, and performance-driven active wear products.

This report provides a deep insight into the global Active Wear market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and

strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Active Wear Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Active Wear market in any manner.

Global Active Wear Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Nike

Inc.

Adidas AG

Columbia Sportswear Company

Asics Corporation

Gap Inc.

Puma Se

Under Armour

Inc.

Dick's Sporting Goods

Inc.

North Face

Inc.

PVH Corp

Market Segmentation (by Type)

Fashion Outer, Pants, & T-Shirts

Ready to Wear

Rash Guard, Wet Suit, & Swim Wear

Shoes

Fashion Brand

Market Segmentation (by Application)

Male

Female

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Active Wear Market

Overview of the regional outlook of the Active Wear Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Active Wear Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Active Wear

1.2 Key Market Segments

1.2.1 Active Wear Segment by Type

1.2.2 Active Wear Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 ACTIVE WEAR MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Active Wear Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Active Wear Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 ACTIVE WEAR MARKET COMPETITIVE LANDSCAPE

3.1 Global Active Wear Sales by Manufacturers (2019-2024)

3.2 Global Active Wear Revenue Market Share by Manufacturers (2019-2024)

3.3 Active Wear Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Active Wear Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Active Wear Sales Sites, Area Served, Product Type

3.6 Active Wear Market Competitive Situation and Trends

3.6.1 Active Wear Market Concentration Rate

3.6.2 Global 5 and 10 Largest Active Wear Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 ACTIVE WEAR INDUSTRY CHAIN ANALYSIS

4.1 Active Wear Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ACTIVE WEAR MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 ACTIVE WEAR MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Active Wear Sales Market Share by Type (2019-2024)

6.3 Global Active Wear Market Size Market Share by Type (2019-2024)

6.4 Global Active Wear Price by Type (2019-2024)

7 ACTIVE WEAR MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Active Wear Market Sales by Application (2019-2024)

7.3 Global Active Wear Market Size (M USD) by Application (2019-2024)

7.4 Global Active Wear Sales Growth Rate by Application (2019-2024)

8 ACTIVE WEAR MARKET SALES BY REGION

8.1 Global Active Wear Sales by Region

8.1.1 Global Active Wear Sales by Region

8.1.2 Global Active Wear Sales Market Share by Region

8.2 Global Active Wear Market Size by Region

8.2.1 Global Active Wear Market Size by Region

8.2.2 Global Active Wear Market Size Market Share by Region

8.3 North America

8.3.1 North America Active Wear Sales by Country

8.3.2 North America Active Wear Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Active Wear Sales by Country

8.4.2 Europe Active Wear Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Active Wear Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Active Wear Market Size by Region

8.6.2 Asia Pacific Active Wear Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Active Wear Sales by Country

8.7.2 South America Active Wear Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Active Wear Sales by Region

8.8.2 Middle East and Africa Active Wear Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 ACTIVE WEAR MARKET PRODUCTION BY REGION

- 9.1 Global Production of Active Wear by Region (2019-2024)
- 9.2 Global Active Wear Revenue Market Share by Region (2019-2024)
- 9.3 Global Active Wear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Active Wear Production
 - 9.4.1 North America Active Wear Production Growth Rate (2019-2024)
 - 9.4.2 North America Active Wear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Active Wear Production
 - 9.5.1 Europe Active Wear Production Growth Rate (2019-2024)
 - 9.5.2 Europe Active Wear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Active Wear Production (2019-2024)
 - 9.6.1 Japan Active Wear Production Growth Rate (2019-2024)
 - 9.6.2 Japan Active Wear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Active Wear Production (2019-2024)
 - 9.7.1 China Active Wear Production Growth Rate (2019-2024)
 - 9.7.2 China Active Wear Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Nike
 - 10.1.1 Nike Active Wear Basic Information
 - 10.1.2 Nike Active Wear Product Overview
 - 10.1.3 Nike Active Wear Product Market Performance
 - 10.1.4 Nike Business Overview
 - 10.1.5 Nike Active Wear SWOT Analysis
 - 10.1.6 Nike Recent Developments
- 10.2 Inc.
 - 10.2.1 Inc. Active Wear Basic Information
 - 10.2.2 Inc. Active Wear Product Overview
 - 10.2.3 Inc. Active Wear Product Market Performance
 - 10.2.4 Inc. Business Overview
 - 10.2.5 Inc. Active Wear SWOT Analysis

- 10.2.6 Inc. Recent Developments
- 10.3 Adidas AG
 - 10.3.1 Adidas AG Active Wear Basic Information
 - 10.3.2 Adidas AG Active Wear Product Overview
 - 10.3.3 Adidas AG Active Wear Product Market Performance
 - 10.3.4 Adidas AG Active Wear SWOT Analysis
 - 10.3.5 Adidas AG Business Overview
 - 10.3.6 Adidas AG Recent Developments
- 10.4 Columbia Sportswear Company
 - 10.4.1 Columbia Sportswear Company Active Wear Basic Information
 - 10.4.2 Columbia Sportswear Company Active Wear Product Overview
 - 10.4.3 Columbia Sportswear Company Active Wear Product Market Performance
 - 10.4.4 Columbia Sportswear Company Business Overview
 - 10.4.5 Columbia Sportswear Company Recent Developments
- 10.5 Asics Corporation
 - 10.5.1 Asics Corporation Active Wear Basic Information
 - 10.5.2 Asics Corporation Active Wear Product Overview
 - 10.5.3 Asics Corporation Active Wear Product Market Performance
 - 10.5.4 Asics Corporation Business Overview
 - 10.5.5 Asics Corporation Recent Developments
- 10.6 Gap Inc.
 - 10.6.1 Gap Inc. Active Wear Basic Information
 - 10.6.2 Gap Inc. Active Wear Product Overview
 - 10.6.3 Gap Inc. Active Wear Product Market Performance
 - 10.6.4 Gap Inc. Business Overview
 - 10.6.5 Gap Inc. Recent Developments
- 10.7 Puma Se
 - 10.7.1 Puma Se Active Wear Basic Information
 - 10.7.2 Puma Se Active Wear Product Overview
 - 10.7.3 Puma Se Active Wear Product Market Performance
 - 10.7.4 Puma Se Business Overview
 - 10.7.5 Puma Se Recent Developments
- 10.8 Under Armour
 - 10.8.1 Under Armour Active Wear Basic Information
 - 10.8.2 Under Armour Active Wear Product Overview
 - 10.8.3 Under Armour Active Wear Product Market Performance
 - 10.8.4 Under Armour Business Overview
 - 10.8.5 Under Armour Recent Developments
- 10.9 Inc.

- 10.9.1 Inc. Active Wear Basic Information
- 10.9.2 Inc. Active Wear Product Overview
- 10.9.3 Inc. Active Wear Product Market Performance
- 10.9.4 Inc. Business Overview
- 10.9.5 Inc. Recent Developments
- 10.10 Dick's Sporting Goods
 - 10.10.1 Dick's Sporting Goods Active Wear Basic Information
 - 10.10.2 Dick's Sporting Goods Active Wear Product Overview
 - 10.10.3 Dick's Sporting Goods Active Wear Product Market Performance
 - 10.10.4 Dick's Sporting Goods Business Overview
 - 10.10.5 Dick's Sporting Goods Recent Developments
- 10.11 Inc.
 - 10.11.1 Inc. Active Wear Basic Information
 - 10.11.2 Inc. Active Wear Product Overview
 - 10.11.3 Inc. Active Wear Product Market Performance
 - 10.11.4 Inc. Business Overview
 - 10.11.5 Inc. Recent Developments
- 10.12 North Face
 - 10.12.1 North Face Active Wear Basic Information
 - 10.12.2 North Face Active Wear Product Overview
 - 10.12.3 North Face Active Wear Product Market Performance
 - 10.12.4 North Face Business Overview
 - 10.12.5 North Face Recent Developments
- 10.13 Inc.
 - 10.13.1 Inc. Active Wear Basic Information
 - 10.13.2 Inc. Active Wear Product Overview
 - 10.13.3 Inc. Active Wear Product Market Performance
 - 10.13.4 Inc. Business Overview
 - 10.13.5 Inc. Recent Developments
- 10.14 PVH Corp
 - 10.14.1 PVH Corp Active Wear Basic Information
 - 10.14.2 PVH Corp Active Wear Product Overview
 - 10.14.3 PVH Corp Active Wear Product Market Performance
 - 10.14.4 PVH Corp Business Overview
 - 10.14.5 PVH Corp Recent Developments

11 ACTIVE WEAR MARKET FORECAST BY REGION

11.1 Global Active Wear Market Size Forecast

11.2 Global Active Wear Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Active Wear Market Size Forecast by Country

11.2.3 Asia Pacific Active Wear Market Size Forecast by Region

11.2.4 South America Active Wear Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Active Wear by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Active Wear Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Active Wear by Type (2025-2032)

12.1.2 Global Active Wear Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Active Wear by Type (2025-2032)

12.2 Global Active Wear Market Forecast by Application (2025-2032)

12.2.1 Global Active Wear Sales (K Units) Forecast by Application

12.2.2 Global Active Wear Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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