

Global Sports Apparel Market with Focus on Intimate Sportswear Market (2016-2020)

<https://marketpublishers.com/r/G8558CA10DDEN.html>

Date: September 2016

Pages: 74

Price: US\$ 900.00 (Single User License)

ID: G8558CA10DDEN

Abstracts

Scope of the Report

The report titled “Global Sports Apparel Market with Focus on Intimate Sportswear Market (2016-2020)”, provides an in-depth analysis of the global sports apparel market and sports intimate wear market by value. The report also gives an insight of the global sports apparel market by segments and the insight of sports intimate wear market by segments.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global sports apparel market and the sports intimate wear market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global sports apparel market and the sports intimate wear market is dominated by the two big players, Adidas Group and NIKE, Inc. Further, key players of the sports apparel market: Adidas Group and NIKE, Inc., HANES Brands, Inc. and Under Armour are also profiled with their financial information and respective business strategies.

Company Coverage

Adidas Group

HANES Brands Inc.

NIKE, Inc.

UnderArmour

Executive Summary

The sports apparel is a piece of clothing worn for sport, workout or physical exercise. The sports specific garment includes tracksuits, tennis shirts, t-shirts, polo shirts, etc. Each sport has a distinct apparel, designed to minimize the hassles and maximize the performance from wearing it. The sports apparel is neither too bulky or baggy nor is it tight enough to restrict the user's movement.

Sports garments have better sweat and body odour absorption than the regular clothes. Such clothes are designed as per the body fit and help in better muscle and joint movement. The sports apparel are of two types: the active apparel/active wear and the intimate apparel/intimate wear. The active sports wear is worn for physical work, practical training and workouts to avoid the damage that may be associated with the regular clothes.

The intimate sports wear is worn under the active wear. The intimate sports wear is worn to support the sensitive parts of the body that provide comfort and security during the intense exercise, workouts and rigorous physical activities.

Sports intimate apparel is constituted of swimwear and the sports intimate wear. The sports intimate wear includes, sports bra, sports leggings, sports underwear, jockstraps, sports tights, etc. Sports intimate wear industry supply chain is composed of idea generation, functional/structural design/ exterior design, production, storage and distribution and customer brand/owners.

Global sports apparel market has increased at a significant CAGR during the years 2011-2015 and the projections are made that the market would rise tremendously in the next four years i.e. 2016-2020. The growth of the sports apparel market and the sports intimate wear market is expected due to rising global awareness about exercising, increasing population with the incidence of chronic diseases, growing youth population, increasing athletic market of China, growing potential of sports in emerging economies, etc. Yet, the market faces some challenges such as, falling global GDP, allergies to raw materials, increasing production of counterfeit products, etc.

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