

# Global Athleisure Market 2022-2028

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## Abstracts

Athleisure refers to a fashion trend characterized by athletic clothing that is both comfortable and aesthetically appealing. It is a hybrid of workout clothes and loungewear, which makes for super versatile pieces that can go from the gym to the couch and even to the office. The global athleisure market is projected to rise by USD 173 billion by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 7.2 percent during the forecast period.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global athleisure market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the athleisure industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the type, product, gender, distribution channel, and region. The global market for athleisure can be segmented by type: mass, premium. Athleisure market is further segmented by product: topwear, bottomwear, footwear, others. Based on gender, the athleisure market is segmented into: men, women, unisex, kids. On the basis of distribution channel, the athleisure market also can be divided into: supermarkets and hypermarkets, specialty stores, online retail, others. Athleisure market by region is categorized into: Asia Pacific, Europe, North America, Rest of the World (RoW).

By type:

mass

premium

By product:

topwear

bottomwear

footwear

others

By gender:

men

women

unisex

kids

By distribution channel:

supermarkets and hypermarkets

specialty stores

online retail

others

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The report explores the recent developments and profiles of key vendors in the Global Athleisure Market, including Adidas AG, ASICS Corporation, Athleta LLC, Authentic Brands Group LLC, Columbia Sportswear Company, Hennes and Mauritz AB, Lululemon Athletica Inc., Nike, Inc., Puma SE, PVH Corp., The Gap, Inc., Under Armour Inc., among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global athleisure market.

To classify and forecast the global athleisure market based on type, product, gender, distribution channel, region.

To identify drivers and challenges for the global athleisure market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global athleisure market.

To identify and analyze the profile of leading players operating in the global athleisure market.

Why Choose This Report

Gain a reliable outlook of the global athleisure market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Asia Pacific

Europe

North America

Rest of the World (RoW)

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Adidas AG

ASICS Corporation

Athleta LLC

Authentic Brands Group LLC

Columbia Sportswear Company

Hennes and Mauritz AB

Lululemon Athletica Inc.

Nike, Inc.

Puma SE

PVH Corp.

The Gap, Inc.

Under Armour Inc.

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