

Global Athleisure Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Athleisure market size was valued at USD 145910 million in 2023 and is forecast to a readjusted size of USD 207610 million by 2030 with a CAGR of 5.2% during review period.

Athleisure is a trend in fashion in which clothing designed for workouts and other athletic activities is worn in other settings, such as at the workplace, at school, or at other casual or social occasions.

Rising awareness regarding physical fitness and personal grooming among millennials is expected to be a key driving force.

The Global Info Research report includes an overview of the development of the Athleisure industry chain, the market status of Men's (Wear Clothing, Footwear), Women's (Wear Clothing, Footwear), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Athleisure.

Regionally, the report analyzes the Athleisure markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Athleisure market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Athleisure market. It provides

a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Athleisure industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Wear Clothing, Footwear).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Athleisure market.

Regional Analysis: The report involves examining the Athleisure market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Athleisure market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Athleisure:

Company Analysis: Report covers individual Athleisure players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Athleisure This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Men's, Women's).

Technology Analysis: Report covers specific technologies relevant to Athleisure. It assesses the current state, advancements, and potential future developments in Athleisure areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers,

the report present insights into the competitive landscape of the Athleisure market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Athleisure market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Wear Clothing

Footwear

Others

Market segment by Application

Men's

Women's

Kid's

Market segment by players, this report covers

Nike

Adidas

PUMA

Skechers

New Balance

ASICS Corporation

VF Corporation (VFC)

Anta

Under Armour

Wolverine Worldwide

Hanesbrands

Li Ning

Lululemon Athletica

Xtep

361°

Esprit Holdings

UNIQLO

Decathlon

H&M

Reebok

Athleta

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Athleisure product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Athleisure, with revenue, gross margin and global market share of Athleisure from 2019 to 2024.

Chapter 3, the Athleisure competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Athleisure market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Athleisure.

Chapter 13, to describe Athleisure research findings and conclusion.

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