

Europe Sportswear Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

Europe Sportswear Market was valued at USD 89.88 billion in 2024 and is estimated to grow at a CAGR of 6.2% to reach USD 163.15 billion by 2034. As Europe becomes increasingly health-conscious, consumers are embracing more active lifestyles, which is significantly reshaping the sportswear landscape. The region is witnessing a cultural shift where physical wellness and athletic engagement are integral to daily routines. Whether it's outdoor running, gym workouts, or team sports, the emphasis on fitness is stronger than ever. In response, consumers are seeking apparel that delivers both style and performance. The evolution of athleisure- a blend of athletic and leisurewear- continues to drive consumer interest, transforming sportswear into everyday essentials.

Urbanization, rising disposable incomes, and changing fashion preferences are fueling this growth. At the same time, social media trends, influencer marketing, and wellness-focused brand messaging are accelerating consumer demand. Corporations and governments are also encouraging wellness initiatives, thereby promoting wider adoption of activewear across all demographics. From casual users to professional athletes, the demand for versatile, high-performance sportswear is growing, pushing brands to innovate across fabrics, designs, and digital shopping experiences.

Among all product segments, footwear leads the Europe sportswear market. In 2024, the footwear category alone generated USD 40.55 billion and is projected to reach USD 75.54 billion by 2034. The demand for multifunctional shoes that seamlessly transition from workouts to daily life is on the rise. Consumers today are gravitating toward footwear that delivers comfort, durability, and modern aesthetics. Shoes equipped with advanced cushioning, breathable fabrics, and sleek designs are now must-haves, not just for fitness enthusiasts but also for fashion-forward individuals. The popularity of

fitness routines and the growing preference for casual, sport-inspired dressing have solidified the dominance of the footwear segment. Frequent usage and shorter replacement cycles also mean consumers are buying shoes more often, sustaining strong and recurring sales across the region.

By consumer category, women accounted for a 49.1% share of the Europe sportswear market in 2024 and are anticipated to grow at a CAGR of 6.4% during 2025–2034. The increasing involvement of women in physical fitness activities- such as yoga, cycling, running, and gym workouts- continues to expand this segment. Brands are responding with stylish, functional collections tailored to female consumers. Exclusive launches, influencer collaborations, and performance-focused designs are making women's sportswear a highly competitive and profitable category. With more disposable income and growing fashion awareness, women are actively seeking gear that fuses comfort, utility, and style.

Germany emerged as a key player in the region, generating USD 21.93 billion in 2024 and projected to grow at a CAGR of 6.6% through 2034. High participation in sports and fitness, combined with a strong affinity for quality athletic wear, reinforces the country's leading market position. Other notable contributors include France, Italy, the UK, Spain, and the Netherlands.

Key companies in the Europe sportswear industry include Fila S.p.A., Puma SE, ASICS Corporation, Lotto Sport Italia S.p.A., Nike, Inc., Salomon S.A., Reebok International Ltd., Le Coq Sportif S.A.S., Kappa S.p.A., Adidas AG, Uhlsport GmbH, New Balance Athletics, Inc., Under Armour, Inc., Hummel International Sport & Leisure A/S, and Errea Sport S.p.A. To stay competitive, these brands are launching localized collections, enhancing e-commerce channels, adopting sustainable manufacturing, and collaborating with athletes, influencers, and designers. Many are also prioritizing technological innovation in fabric performance and fit to cater to the evolving demands of the modern consumer.

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