

# **Athleisure Market Size, Share & Trends Analysis Report By Type (Mass, Premium), By Product (Shirts, Yoga Apparel), By End User (Men, Women, Children), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Athleisure Market Growth & Trends**

The global athleisure market size is expected to reach USD 662.56 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 8.9% from 2022 to 2030. Athleisure is a popular category because it taps into several broad trends, including a global shift toward consumers wearing more casual clothing, consumers seeking comfortable clothing, and health-conscious consumers engaging in more athletic activities and requiring performance clothing for these activities.

True Fit's Fashion Genome (via Direct Commerce), which analyses data from 17,000 brands and 180 million True Fit users, confirms that athleisure orders have increased by 84 percent since the pandemic began; sales of women's athleisure bottoms in the United Kingdom alone were five times higher in December 2020 than in April 2020. In addition, order volumes for men's athleisure wear sales increased by 20% from the previous year. Target's activewear line, All in Motion, which had only been launched before the pandemic, reportedly surpassed \$1 billion in sales.

Despite this bleak outlook for fresh commercial opportunities, independent gear manufacturers continue to emerge, targeting those athletes who have remained

committed to this sport. The majority of these new firms are the consequence of their creators' desire for a fresh running-apparel aesthetic or their ongoing hunt for high-quality athletic apparel.

According to GQ, at least a dozen new businesses have joined the market with identical origin stories in the previous five years. To mention a few, the British companies Ashmei and Iffley Road; the Danish brand Doxarun; and the American brands Isaora and Tracksmith, with the former focusing on high-end training gear and parkas and the latter investing in a retro Ivy League look.

The desire for highly comfortable clothes with sports features while undertaking any activity has increased in recent seasons, and wide pockets and elastic knot elements have become important products for carrying their large mobile phones, purses, and a few other daily essentials. The growing popularity of the utility fashion trend has spurred the demand for utility-active apparel.

#### Athleisure Market Report Highlights

By type, the mass athleisure segment dominated the market in 2021 and is projected to grow substantially over the forecast period

The yoga apparel product segment is expected to expand at the fastest growth rate over the forecast period. The rising popularity and benefits of yoga as a mind-body fitness activity is leading to an increase in the number of yoga enthusiasts across the world

North America captured the largest revenue share in 2021. Asia Pacific is anticipated to witness the fastest growth over the forecast period

The market is highly competitive and fierce owing to the presence of a large number of international and regional players that are striving to innovate persistently

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