

Europe Outdoor Apparel Market Size, Share & Trends Analysis Report By Apparel Type (Casual Wear, Fashion Wear), By Product Type, By Fabric Type, By End-use, By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Europe Outdoor Apparel Market Growth & Trends

The Europe outdoor apparel market size is expected to reach USD 25.04 billion by 2030, registering a CAGR of 4.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. The growing emphasis on health and well-being has become a prominent factor driving the flourishing outdoor apparel market in Europe. In recent years, there has been a noticeable shift in people's lifestyles and priorities, with a strong focus on staying fit, maintaining good health, and seeking ways to enjoy outdoors. This shift has a major impact on the outdoor apparel market.

Outdoor activities such as hiking, cycling, running, e-biking, and participating in various sports have witnessed a surge in popularity. These activities not only offer an excellent way to stay active and fit but also provide individuals with a chance to connect with nature, de-stress, and escape from the demands of their daily routines. Whether it's a brisk morning run, a weekend hike in the mountains, or a leisurely bike ride, these outdoor pursuits have become integral to people's lifestyles.

Based on a 2021 Trendz survey, e-bike ownership in the U.K. stands at a ratio of 1 in 20 individuals, with 40% of the surveyed population expressing an intention to increase their cycling activity if they were to acquire an e-bike.

Furthermore, major players in the market, including Nike, Patagonia, and Adidas, have adopted celebrity endorsement as their marketing strategy. In order to garner a larger consumer base for outdoor apparel, companies also sponsor various events, including cycling, biking, hiking, and marathons, and even athletes. Sponsorships help companies increase their revenues and gain significant market shares.

In August 2023, Adidas and Arsenal collaborated to reinvent a football classic with the launch of their third kit for the 2023/24 season. This fresh kit which includes a shirt is slated to be worn by both the men's and women's teams throughout various competitions, including the Premier League, Women's Super League, domestic cups, and the UEFA Champions League.

Europe Outdoor Apparel Market Report Highlights

Based on type, sports & activity wear apparel accounted for a share of 26.3% of the total revenue in 2023. There has been a substantial increase in awareness of leading a healthy and active lifestyle. Consumers are becoming more conscious of the benefits of regular physical activity in maintaining good health, managing stress, and preventing various chronic diseases. This awareness has led to a surge of people engaging in fitness and sports activities, thereby driving the demand for sportswear

Based on product, the bottom wear industry is projected to grow at a CAGR of 4.4% from 2024 to 2030. The expansion of the bottom wear market is driven by the availability of a wide range of products. This extensive selection includes various clothing items such as pants, trousers, jeans, shorts, skirts, and leggings. The diversity in this range extends to cover an array of designs, from flares, straight-leg, skinny, and bootcut, to culottes, among others. This assortment is well-positioned to drive growth in the industry

Based on fabric, polyester-based outdoor apparel accounted for a share of 37.9% of the Europe outdoor market in 2023. The rise in demand for outdoor apparel made from polyester can be attributed to several factors, including its durability, strength, and versatility. Polyester's lightweight and wrinkle-resistance properties make it an ideal choice for clothing and textile manufacturing

Based on end-use, women's outdoor apparel market is projected to grow at a CAGR of 5.5% from 2024 to 2030. The women's outdoor apparel market is

showcasing growth owing to improved gender balance, with a growing number of women in the workforce. According to World Bank data, women now make up about 39% of the global workforce, and this percentage has been steadily increasing over the last two decades, as reported by UN Women. As the female segment of society gains better internet access and greater decision-making independence, manufacturers are consistently offering fashionable products, contributing to market growth

The sales of outdoor apparel through offline channels accounted for a share of 63.3% in 2023. Factors such as easy access and affordability are the major factors driving the demand for outdoor apparel through offline channels. Customers often visit supermarkets and department stores for their daily necessities. The presence of a wide range of outdoor apparel in these stores offers added convenience for shoppers, as they can easily browse and purchase apparel alongside their regular grocery shopping. This one-stop shopping experience can benefit customers who want to save time and effort.

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