

North America Athletic Wear Market Size, Share & Trends Analysis Report By Product (Top Wear, Bottom Wear, Underwear/ Base Layers), By Price Range (Mass, Premium), By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/NA1BE00B7BDDEN.html>

Date: November 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: NA1BE00B7BDDEN

Abstracts

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North America Athletic Wear Market Growth & Trends

The North America athletic wear market size is estimated to reach USD 38.61 billion in 2030, registering a CAGR of 6.8% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growth of the market can be attributed to a combination of factors, including shifting consumer lifestyles, the rising focus on health and fitness, advancements in fabric technology, and the growing popularity of athleisure wear.

One of the primary drivers is the increasing consumer awareness and adoption of healthier lifestyles. With more people becoming health-conscious, there has been a notable surge in participation in fitness activities such as running, yoga, gym workouts, cycling, and outdoor sports. This trend is coupled with a growing interest in wellness and mental health, which has led to greater demand for clothing that supports an active lifestyle. As fitness becomes integrated into daily routines, consumers are investing in high-performance athletic wear designed for comfort, flexibility, and durability, further fueling market growth.

The rise in athleisure, a trend where athletic wear is worn beyond exercise settings, has significantly expanded the scope of the market. Athleisure has become a fashion statement, with consumers wearing these garments for everyday activities, including

commuting, shopping, and casual outings. This shift has led athletic wear becoming more mainstream and has attracted a broader demographic, including individuals who do not regularly engage in physical activity. As a result, brands have increasingly designed products that are not only functional but also stylish, catering to both the performance and fashion needs of consumers.

The influence of social media and celebrity endorsements has also played a significant role in driving growth of the athletic wear market in the region. Influencers, fitness enthusiasts, and athletes often promote activewear brands, creating a sense of community and aspiration. These marketing strategies not only increase brand visibility but also encourage consumer spending, particularly among millennials and Gen Z, who are highly active on social platforms and are more likely to invest in brands that align with their values.

Additionally, the convenience of e-commerce platforms has made it easier for consumers to purchase athletic wear, especially in the wake of the COVID-19 pandemic, which shifted more shopping online. The ability to browse a wide variety of products, read reviews, and easily compare prices has made it easier for consumers to access athletic wear brands, further boosting sales of athletic wear in North America during the forecast period.

North America Athletic Wear Market Report Highlights

Based on product, top wear is expected to grow with a CAGR of 7.0% from 2025 to 2030. Products like compression shirts, tank tops, and sweat-resistant fabrics are gaining traction among fitness enthusiasts and athletes. The popularity of athleisure has expanded the use of top-wear beyond workouts, creating demand for versatile designs suitable for casual settings.

Based on price range, the premium-priced segment is expected to grow with a CAGR of 7.8% from 2025 to 2030. Premium brands invest in advanced technologies, such as smart fabrics and temperature-regulating materials, to cater to discerning buyers. Sustainability is another driver driving the market for premium athletic wear, as eco-conscious consumers increasingly seek ethically produced apparel made from recycled or

organic materials.

The sales of athletic wear through online channel are expected to grow at a CAGR of 8.0% from 2024 to 2030. Consumers increasingly prefer online channels for access to extensive product catalogs, competitive pricing, and exclusive collections. Enhanced digital tools, such as virtual try-ons, personalized recommendations, and AI-powered shopping assistants, improve the online shopping experience.

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