

North America Golf Apparel Market Size, Share & Trends Analysis Report By Product (Top Wear, Bottom Wear), By Distribution Channel (Online, Exclusive Brand Outlets), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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North America Golf Apparel Market Growth & Trends

The North America golf apparel market size is estimated to reach USD 3.55 billion in 2030 and is anticipated to expand at a CAGR of 4.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. A combination of socio-economic, technological, and cultural factors drives market growth in North America. One of the primary drivers is the increasing popularity of golf as a recreational and professional sport, supported by a growing base of younger participants. The sport's image as a lifestyle activity that promotes health, wellness, and networking appeals to diverse demographics, fueling demand for stylish and performance-enhancing apparel.

A combination of socio-economic, technological, and cultural factors drives market growth in North America. One of the primary drivers is the increasing popularity of golf as a recreational and professional sport, supported by a growing base of younger participants. The sport's image as a lifestyle activity that promotes health, wellness, and networking appeals to diverse demographics, fueling demand for stylish and performance-enhancing apparel.

Technological advancements in fabric innovation are another significant factor. Golfers increasingly prioritize apparel with features like moisture-wicking, UV protection,

breathability, and stretchability, enhancing comfort and performance on the course. These innovations cater to varying weather conditions and physical demands, making such apparel essential for players.

Rising disposable incomes and an increase in golf courses and clubs across North America have also contributed to the market's growth. These factors encourage higher spending on premium golf apparel, especially among enthusiasts who view sport as an aspirational lifestyle choice. In addition, the integration of athleisure trends into golf apparel has broadened the appeal of these products, as consumers seek versatile clothing suitable for both sports and casual wear.

The shift toward sustainability has driven manufacturers to adopt eco-friendly practices and materials, aligning with consumer preferences for environmentally responsible products. Coupled with effective digital marketing strategies, the availability of e-commerce platforms has expanded access to golf apparel, reaching a wider audience and boosting overall sales. Moreover, endorsements by professional golfers, collaborations with influencers, and tournament sponsorships have strengthened brand visibility, further driving the market. These factors collectively drive the growth of the golf apparel market in North America.

The market is characterized by intense competition, with both established brands and emerging players vying for market share. Leading companies in the market include Topgolf Callaway Brands Corp., TaylorMade Golf Co., Footjoy Golf Wear (Acushnet Company), Eastside Golf, Peter Miller, Oakley, Inc., PING, and Nike, Inc., among others. These companies offer a wide range of golf apparel and are focusing on product innovation, durability, and performance to meet the evolving needs of consumers.

North America Golf Apparel Market Report Highlights

The U.S. is expected to grow with a CAGR of 4.2% from 2025 to 2030, driven by increasing participation in golf and a rising emphasis on lifestyle sports. Golf's appeal as a recreational and professional sport has grown, supported by investments in courses, tournaments, and youth programs. A greater focus on outdoor activities post-pandemic has also encouraged new demographics, including women and younger players, to adopt the sport, increasing apparel

demand

The top wear segment is expected to grow at a CAGR of 4.8% from 2025 to 2030. This growth is driven by the increasing preference for performance fabrics that enhance comfort and mobility during play. Moisture-wicking, UV-protective, and stretchable materials have become integral to top-wear, making them highly sought-after among golfers. Furthermore, the integration of fashion-forward designs and athleisure-inspired aesthetics has made these garments versatile for both on-course and casual use, appealing to a broader audience.

Sales of golf apparel through the online channel are expected to grow at a CAGR of 5.6% from 2024 to 2030, reflecting the increasing shift toward digital shopping platforms. The online channel offers unparalleled convenience, enabling consumers to access a wide range of products, compare prices, and read reviews before purchasing. Many brands have optimized their online presence with user-friendly websites, mobile apps, and augmented reality tools like virtual fitting rooms to enhance the shopping experience.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. U.S. Competitive Landscape Outlook
- 2.5. Canada Competitive Landscape Outlook

CHAPTER 3. NORTH AMERICA GOLF APPAREL MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Global Golf Apparel Market Size, 2018 - 2030 (USD Million)
 - 3.1.2. North America Golf Apparel Market Size, 2018 - 2030 (USD Million)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Trends Outlooks
 - 3.3.2. Manufacturing and Technology Trends
 - 3.3.3. Sales/ Retail Channel Analysis
 - 3.3.4. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis

- 3.4.3. Market Opportunities
- 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

CHAPTER 4. NORTH AMERICA GOLF APPAREL MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
 - 4.1.1. Number of Participants, 2018 - 2023 (Million)
 - 4.1.2. Participants, by Age
 - 4.1.3. Participants, by Gender
 - 4.1.4. Participants, by Household Income
 - 4.1.5. Participants, by Region
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Product Adoption Trends
- 4.5. Key Observations & Findings

CHAPTER 5. NORTH AMERICA GOLF APPAREL MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. North America Golf Apparel Market, by Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million)
 - 5.3.1. Top Wear
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.1.2. T-Shirts & Shirts
 - 5.3.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.1.3. Jackets
 - 5.3.1.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.1.4. Sweaters
 - 5.3.1.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.1.5. Others
 - 5.3.1.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Bottom Wear
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2.2. Pants
 - 5.3.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.2.3. Shorts & Skorts

5.3.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.3. Underwear/ Base Layers

5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. NORTH AMERICA GOLF APPAREL MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

6.1. North America Golf Apparel Market, by Distribution Channel: Key Takeaways

6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030

6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)

6.3.1. Online

6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.2. Sporting Goods Retailers

6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.3. Supermarkets & Hypermarkets

6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.4. Exclusive Brand Outlets

6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.5. Others

6.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. NORTH AMERICA GOLF APPAREL MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

7.1. North America Golf Apparel Market: Country Outlook

7.2. Country Movement Analysis & Market Share, 2024 & 2030

7.3. Market Estimates & Forecasts, by Country, 2018 - 2030 (USD Million)

7.3.1. U.S.

7.3.1.1. Key country dynamics

7.3.1.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2. Canada

7.3.2.1. Key country dynamics

7.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. U.S. Competitive Landscape

8.1.1. Recent Developments & Impact Analysis by Key Market Participants

- 8.1.2. Company Categorization
- 8.1.3. Participant's Overview
- 8.1.4. Financial Performance
- 8.1.5. Product Benchmarking
- 8.1.6. Retail/ Wholesale Partners; by Company
- 8.1.7. Sales Channel Revenue Share; by Company, 2024 (in %)
- 8.1.8. Company Market Share Analysis, 2024 (%)
- 8.1.9. Company Heat Map Analysis
- 8.1.10. Strategy Mapping
- 8.1.11. Company Profiles
 - 8.1.11.1. Topgolf Callaway Brands Corp.
 - 8.1.11.1.1. Company Overview
 - 8.1.11.1.2. Financial Performance
 - 8.1.11.1.3. Product Portfolios
 - 8.1.11.1.4. Strategic Initiatives
 - 8.1.11.2. TaylorMade Golf Co.
 - 8.1.11.2.1. Company Overview
 - 8.1.11.2.2. Financial Performance
 - 8.1.11.2.3. Product Portfolios
 - 8.1.11.2.4. Strategic Initiatives
 - 8.1.11.3. Footjoy Golf Wear (Acushnet Company)
 - 8.1.11.3.1. Company Overview
 - 8.1.11.3.2. Financial Performance
 - 8.1.11.3.3. Product Portfolios
 - 8.1.11.3.4. Strategic Initiatives
 - 8.1.11.4. Eastside Golf
 - 8.1.11.4.1. Company Overview
 - 8.1.11.4.2. Financial Performance
 - 8.1.11.4.3. Product Portfolios
 - 8.1.11.4.4. Strategic Initiatives
 - 8.1.11.5. Peter Miller
 - 8.1.11.5.1. Company Overview
 - 8.1.11.5.2. Financial Performance
 - 8.1.11.5.3. Product Portfolios
 - 8.1.11.5.4. Strategic Initiatives
 - 8.1.11.6. Oakley, Inc.
 - 8.1.11.6.1. Company Overview
 - 8.1.11.6.2. Financial Performance
 - 8.1.11.6.3. Product Portfolios

- 8.1.11.6.4. Strategic Initiatives
- 8.1.11.7. PING
 - 8.1.11.7.1. Company Overview
 - 8.1.11.7.2. Financial Performance
 - 8.1.11.7.3. Product Portfolios
 - 8.1.11.7.4. Strategic Initiatives
- 8.1.11.8. Nike, Inc.
 - 8.1.11.8.1. Company Overview
 - 8.1.11.8.2. Financial Performance
 - 8.1.11.8.3. Product Portfolios
 - 8.1.11.8.4. Strategic Initiatives
- 8.1.11.9. Under Armour, Inc.
 - 8.1.11.9.1. Company Overview
 - 8.1.11.9.2. Financial Performance
 - 8.1.11.9.3. Product Portfolios
 - 8.1.11.9.4. Strategic Initiatives
- 8.1.11.10. adidas America, Inc.
 - 8.1.11.10.1. Company Overview
 - 8.1.11.10.2. Financial Performance
 - 8.1.11.10.3. Product Portfolios
 - 8.1.11.10.4. Strategic Initiatives
- 8.2. Canada Competitive Landscape
 - 8.2.1. Recent Developments & Impact Analysis by Key Market Participants
 - 8.2.2. Company Categorization
 - 8.2.3. Participant's Overview
 - 8.2.4. Financial Performance
 - 8.2.5. Product Benchmarking
 - 8.2.6. Retail/ Wholesale Partners; by Company
 - 8.2.7. Sales Channel Revenue Share; by Company, 2024 (in %)
 - 8.2.8. Company Market Share Analysis, 2024 (%)
 - 8.2.9. Company Heat Map Analysis
 - 8.2.10. Strategy Mapping
 - 8.2.11. Company Profiles
 - 8.2.11.1. Topgolf Callaway Brands Corp.
 - 8.2.11.1.1. Company Overview
 - 8.2.11.1.2. Financial Performance
 - 8.2.11.1.3. Product Portfolios
 - 8.2.11.1.4. Strategic Initiatives
 - 8.2.11.2. TaylorMade Golf Co.

- 8.2.11.2.1. Company Overview
- 8.2.11.2.2. Financial Performance
- 8.2.11.2.3. Product Portfolios
- 8.2.11.2.4. Strategic Initiatives
- 8.2.11.3. Footjoy Golf Wear (Acushnet Company)
 - 8.2.11.3.1. Company Overview
 - 8.2.11.3.2. Financial Performance
 - 8.2.11.3.3. Product Portfolios
 - 8.2.11.3.4. Strategic Initiatives
- 8.2.11.4. Galvin Green
 - 8.2.11.4.1. Company Overview
 - 8.2.11.4.2. Financial Performance
 - 8.2.11.4.3. Product Portfolios
 - 8.2.11.4.4. Strategic Initiatives
- 8.2.11.5. Cutter & Buck
 - 8.2.11.5.1. Company Overview
 - 8.2.11.5.2. Financial Performance
 - 8.2.11.5.3. Product Portfolios
 - 8.2.11.5.4. Strategic Initiatives
- 8.2.11.6. Mizuno Corporation
 - 8.2.11.6.1. Company Overview
 - 8.2.11.6.2. Financial Performance
 - 8.2.11.6.3. Product Portfolios
 - 8.2.11.6.4. Strategic Initiatives
- 8.2.11.7. lululemon athletica Inc.
 - 8.2.11.7.1. Company Overview
 - 8.2.11.7.2. Financial Performance
 - 8.2.11.7.3. Product Portfolios
 - 8.2.11.7.4. Strategic Initiatives
- 8.2.11.8. PUMA SE
 - 8.2.11.8.1. Company Overview
 - 8.2.11.8.2. Financial Performance
 - 8.2.11.8.3. Product Portfolios
 - 8.2.11.8.4. Strategic Initiatives
- 8.2.11.9. Nike, Inc.
 - 8.2.11.9.1. Company Overview
 - 8.2.11.9.2. Financial Performance
 - 8.2.11.9.3. Product Portfolios
 - 8.2.11.9.4. Strategic Initiatives

8.2.11.10. Under Armour, Inc.

8.2.11.10.1. Company Overview

8.2.11.10.2. Financial Performance

8.2.11.10.3. Product Portfolios

8.2.11.10.4. Strategic Initiatives

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