

# **Rugby Apparel Market Size, Share & Trends Analysis Report By Type (Upper Wear, Bottom Wear, Socks), By Region (North America, Europe, Asia Pacific, Central & South America, Middle East & Africa), And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **Rugby Apparel Market Growth & Trends**

The global rugby apparel market size is estimated to reach USD 2.44 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to witness a CAGR of 11.5% from 2022 to 2030. The growing significance and fame of rugby in developed and developing nations are expected to drive the market over the forecast period. The demand for innovative and new clothes has been rising among the rugby players which is further estimated to propel the market expansion in the coming years. Moreover, the increase in participation of females in rugby is expected to drive the overall growth of the market in the forecast period.

The growing number of rugby players across the globe due to increasing interest of the population towards the sport is anticipated to drive the growth of the market over the forecast period. Professional players, as well as participants who play rugby for leisure, are included in this population. Due to the increase in this population, the demand for rugby apparel is increasing thus driving the market growth. The presence of limited or confined commercial exposure for products coupled with the fact rugby is a niche game and not a mainstream game are the key factors expected to hamper the growth of the market. However, growing innovation in apparel sector along with rising investment in the sport are expected to create lucrative opportunities for the growth of the market over

the forecast period.

The COVID-19 pandemic had a significant negative impact on the market. Due to the shutdown of apparel manufacturing industries and disruption of supply chains and distribution channels, rugby apparels were on hold for a particular period, thus negatively impacting the market. In addition, due to various government guidelines and restrictions, all the sports events were canceled across the globe to stop the surge in COVID cases. However, the purchase of such products has been resumed with the upliftment of these guidelines and the sports events have also resumed. Hence the market is expected to grow significantly in the coming years.

The upper wear segment contributed to the global market share of over 50% in 2021. High use and adoption of rugby apparel by players including jerseys, shirts, and others as they can be worn in any situation and are comfortable are contributing to the growth of the segment. Moreover, features such as aerodynamics along with better sweat management properties and increasing demand for rugby apparel that provides high-performance are fueling the growth of the segment.

Europe accounted for the largest market share of more than 40% in 2021. The presence of high popularity of rugby in major European nations coupled with a huge rate of participation in the sport in the region is contributing to the high share. Moreover, the growing number of female professionals playing rugby is further contributing to the regional growth. In addition, a high number of major players operating in the market are present in the region further propelling the regional growth.

### Rugby Apparel Market Report Highlights

In Asia Pacific, the market is expected to witness a significant CAGR of 11.5% from 2022 to 2030. The growth of the market is contributed to the growing fan base which includes new and young fans in nations including China, Japan, and India

In North America, the market is expected to witness a considerable CAGR of 11.2% over the forecast period. This can be attributed to the growing number of international and national events in the region coupled with the increasing focus of players ranging from under-14 to seniors on rugby over other games

The bottom wear segment is expected to witness a considerable CAGR of 11.3% over the forecast period. Factors such as more mobility and agility as well

as comparatively less stretchy and durability is attributed to the segment growth. In addition, bottom wear provides better breathability and keeps the players cool which is increasing their usage thus driving the growth of the segment

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