

U.S. Walking And Running Wear Market Size, Share & Trends Analysis Report By Product (Apparel, Footwear), By Price Range (Mass, Premium), By Distribution Channel (Sporting Goods Retailers), And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Walking And Running Wear Market Growth & Trends

The U.S. walking and running wear market size is expected to reach USD 28.29 billion by 2030, registering a CAGR of 5.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. Technological advancements in fabric and footwear design have elevated comfort, performance, and durability, catering to the demands of health-conscious consumers seeking enhanced exercise experiences. Furthermore, the expanding popularity of walking and running events, both physical and virtual, continues to fuel demand for specialized apparel that supports active lifestyles. Additionally, the rapid growth of e-commerce has made high-quality walking and running wear more accessible, offering convenience and a wide product selection to discerning shoppers.

The athleisure trend, which combines athletic wear with casual fashion, has blurred the lines between traditional sportswear and everyday clothing. This trend is driven by fashion-conscious consumers who prefer stylish yet functional apparel that can be worn both during workouts and in casual settings. As a result, the demand for versatile walking and running wear that fits this dual purpose has seen a considerable increase. Athleisure has expanded the market beyond just athletes and fitness enthusiasts to include a broader consumer base.

The growth of e-commerce and online retailing has had a significant impact on the walking and running wear market. Online shopping offers convenience, a wide range of products, and the ability to compare features and prices easily. Increased internet penetration and mobile shopping have further accelerated this trend, making it easier for consumers to access their preferred athletic wear from the comfort of their homes. The ability to read reviews and make informed purchasing decisions online has also boosted confidence in buying walking and running wear through e-commerce platforms.

Social media platforms and fitness influencers play a pivotal role in shaping consumer preferences and trends in the walking and running wear market. Influencers and sponsored posts increase product visibility, create brand awareness, and drive sales through fitness challenges and brand collaborations. The aspirational lifestyles promoted by influencers often inspire followers to purchase similar products, thereby boosting market growth. The power of social media in connecting brands with potential customers and showcasing the latest trends is a significant driver in the market.

U.S. Walking And Running Wear Market Report Highlights

Based on product, the footwear segment dominated the market with the largest revenue share of 59.54% in 2023. The growing health consciousness, popularity of running events, and athleisure trend boosted demand for specialized footwear. Recommendations from health professionals also drive consumer investment in high-quality shoes to prevent injuries

Based on price, the mass segment dominated the market with the largest revenue share in 2023 due to its affordability and accessibility, appealing to a broad consumer base. Increased health awareness and the rise of e-commerce and discount channels have made budget-friendly, quality options widely available

Based on distribution channel, the sales through sporting goods stores accounted for a 29.71% share of the market in 2023. These stores offer specialized products, knowledgeable staff, and opportunities to try on items, creating a trusted shopping environment and attracting a dedicated customer base

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