

# Activewear Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/A940176C5512EN.html>

Date: June 2022

Pages: 148

Price: US\$ 2,499.00 (Single User License)

ID: A940176C5512EN

## Abstracts

The global activewear market reached a value of US\$ 346.74 Billion in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 500.55 Billion by 2027, exhibiting a CAGR of 6.10% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Activewear is clothing designed to be worn for sports and other outdoor activities. It is made from moisture-wicking fabrics to absorb sweat and moisture and consequently keep the body temperature moderate. It is highly breathable, comfortable, lightweight, versatile, and helps prevent the odor of sweat. It increases the blood flow, keeps muscles oxygenated, offers sun protection, and prevents chafing, rashes and muscle sprains and other ligament-related injuries. Presently, there is a rise in the participation of the youth and geriatric population in physical activities to improve their physical and mental well-being.

### Activewear Market Trends:

The growing number of campaigns to promote sports participation by several organizations across the globe currently represents one of the key factors driving the market. Moreover, there is an increase in the use of green textiles to manufacture activewear using sustainable methods around the world. This, coupled with the rising awareness among individuals about the benefits of healthy lifestyles, is propelling the growth of the market. In addition, key market players are extensively investing in research and development (R&D) activities to develop smart activewear for maintaining a workout routine, monitoring performance, and providing real-time feedback. In line with this, the increasing disposable incomes and living standards of individuals are

offering lucrative growth opportunities to industry investors. Besides this, the growing popularity of fitness apps on smartphones is positively influencing the market. Additionally, the rising demand for leisure activities, such as running and cycling, is strengthening the growth of the market. Other factors impelling the market growth are celebrity collaborations with direct-to-consumer (D2C) and the wide availability of designer activewear brands through offline and online distribution channels.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global activewear market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product type, material type, pricing, age group, distribution channel and end user.

#### Breakup by Product Type:

- Top Activewear
- Bottom Activewear
- Innerwear
- Swimwear
- Outerwear

#### Breakup by Material Type:

- Nylon
- Polyester
- Cotton
- Neoprene
- Polypropylene
- Spandex

#### Breakup by Pricing:

- Economy
- Premium

#### Breakup by Age Group:

- 1 – 15 Years
- 16 – 30 Years

31 – 44 Years  
45 – 64 Years  
More than 65 Years

Breakup by Distribution Channel:

Online Stores  
Offline Stores

Breakup by End User:

Men  
Women  
Kids

Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, ASICS Corporation, Columbia Sportswear Company, DICK's Sporting Goods Inc., Forever 21, Gap Inc., Nike Inc., Puma SE, PVH Corp., Skechers USA Inc., The North Face (VF Corporation) and Under Armour Inc.

Key Questions Answered in This Report:

How has the global activewear market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global activewear market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the material type?

What is the breakup of the market based on the pricing?

What is the breakup of the market based on the age group?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global activewear market and who are the key players?

What is the degree of competition in the industry?

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