

Mexico Activewear Market Size, Share, Trends and Forecast by Product Type, Material Type, Pricing, Age Group, Distribution Channel, End User, and Region, 2026-2034

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Abstracts

The Mexico activewear market size reached USD 6.5 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 10.2 Billion by 2034 , exhibiting a growth rate (CAGR) of 4.88% during 2026-2034 . The market is growing steadily, driven by rising health consciousness, increasing disposable income, rapid urbanization, e-commerce expansion, widespread adoption of fitness influencer culture, surging demand for athleisure, and stringent government initiatives promoting physical activity and wellness.

MEXICO ACTIVEWEAR MARKET TRENDS:

Rise of Athleisure and Fashion-Forward Activewear

The Mexico activewear market share is expanding rapidly, as consumers seek apparel that combines fashion and comfort and functionality. In addition to this, fitness professionals, young people, and exercise enthusiasts choose outfits that transition effortlessly from their workouts to other daily activities. Moreover, the market demands performance-based sportswear items such as leggings and joggers, and sports bras that combine breathable materials with fashionable designs. For example, Adidas and Under Armour join domestic manufacturers in releasing collections that combine useful technical design with contemporary urban fashion elements. In 2024, Adidas launched the Dame 9 x BAPE collaboration, featuring ultra-lightweight design and distinctive BAPE aesthetics. This fusion of performance technology and streetwear style caters to consumers seeking fashionable yet functional activewear. Besides this, athleisure has

gained strength as a lifestyle choice because social media influencers and fitness personalities use various social media platforms such as, Instagram and TikTok to shape the purchasing decisions of consumers. Furthermore, mainstream fashion integrates athleisure because of shifting work environments along with the developing wellness culture. As a result, the athleisure trend is maintaining its influence on the fitness apparel through its focus on fashion style and self-expression, which is enhancing the Mexico activewear market outlook.

Expansion of E-Commerce and Digital Retail Channels

The expansion of e-commerce and digital retail channels is significantly driving the Mexico activewear market growth due to e-commerce, as it enhances consumer capabilities to shop various brands and styles. In line with this, the rise of smartphone adoption and internet use enables more shoppers to purchase activewear online from various platforms directly at home. Moreover, younger consumers in particular favor digital channels for their convenience, broader product selection, and interactive shopping experiences. Besides this, international brands and domestic brands are developing stronger digital platforms while making their mobile applications more usable in addition to conducting focused digital advertising initiatives. For instance, in October 2024, Shein collaborated with Stori to introduce its first global credit card, aiming to attract more consumers to online shopping by offering incentives for purchases, thereby boosting e-commerce engagement in the fashion sector. Social media also functions as the key driver to increase e-commerce store popularity through influencer collaboration and sponsored content advertisements. Furthermore, quick delivery services, along with flexible payment methods and easy returns, are forming major key factors that drive better customer satisfaction and loyalty. As a result, online retail infrastructure development is making e-commerce the predominant power that is significantly driving the Mexico activewear market growth.

MEXICO ACTIVEWEAR MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region level for 2026-2034. Our report has categorized the market based on product type, material type, pricing, age group, distribution channel, and end user.

Product Type Insights:

Top Activewear

Bottom Activewear

Innerwear

Swimwear

Outerwear

The report has provided a detailed breakup and analysis of the market based on the product type. This includes top activewear, bottom activewear, innerwear, swimwear, and outerwear.

Material Type Insights:

Nylon

Polyester

Cotton

Neoprene

Polypropylene

Spandex

A detailed breakup and analysis of the market based on the material type have also been provided in the report. This includes nylon, polyester, cotton, neoprene, polypropylene, and spandex.

Pricing Insights:

Economy

Premium

The report has provided a detailed breakup and analysis of the market based on the pricing. This includes economy and premium.

Age Group Insights:

1-15 Years

16-30 Years

31-44 Years

45-64 Years

More than 65 Years

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes 1-15 years, 16-30 years, 31-44 years, 45-64 years, and more than 65 years.

Distribution Channel Insights:

Online Stores

Offline Stores

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes online stores and offline stores.

End User Insights:

Men

Women

Kids

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes men, women, and kids.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Mexico Activewear Market Report

- 1.What is the current size of the Mexico activewear market?
- 2.What is the expected growth rate of the Mexico activewear market during 2026-2034?
- 3.What factors are driving the growth of the Mexico activewear market?
- 4.Which segments are covered in the Mexico activewear market report?
- 5.What trends are shaping the future of the Mexico activewear market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO ACTIVEWEAR MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO ACTIVEWEAR MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO ACTIVEWEAR MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Top Activewear
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Bottom Activewear
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Innerwear

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Swimwear

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Outerwear

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

7 MEXICO ACTIVEWEAR MARKET - BREAKUP BY MATERIAL TYPE

7.1 Nylon

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Polyester

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Cotton

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Neoprene

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Polypropylene

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

7.6 Spandex

7.6.1 Overview

7.6.2 Historical and Current Market Trends (2020-2025)

7.6.3 Market Forecast (2026-2034)

8 MEXICO ACTIVEWEAR MARKET - BREAKUP BY PRICING

8.1 Economy

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Premium

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 MEXICO ACTIVEWEAR MARKET - BREAKUP BY AGE GROUP

9.1 1–15 Years

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 16–30 Years

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 31–44 Years

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

9.4 45–64 Years

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Forecast (2026-2034)

9.5 More than 65 Years

9.5.1 Overview

9.5.2 Historical and Current Market Trends (2020-2025)

9.5.3 Market Forecast (2026-2034)

10 MEXICO ACTIVEWEAR MARKET - BREAKUP BY DISTRIBUTION CHANNEL

10.1 Online Stores

- 10.1.1 Overview
- 10.1.2 Historical and Current Market Trends (2020-2025)
- 10.1.3 Market Forecast (2026-2034)
- 10.2 Offline Stores
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Forecast (2026-2034)

11 MEXICO ACTIVEWEAR MARKET - BREAKUP BY END USER

- 11.1 Men
 - 11.1.1 Overview
 - 11.1.2 Historical and Current Market Trends (2020-2025)
 - 11.1.3 Market Forecast (2026-2034)
- 11.2 Women
 - 11.2.1 Overview
 - 11.2.2 Historical and Current Market Trends (2020-2025)
 - 11.2.3 Market Forecast (2026-2034)
- 11.3 Kids
 - 11.3.1 Overview
 - 11.3.2 Historical and Current Market Trends (2020-2025)
 - 11.3.3 Market Forecast (2026-2034)

12 MEXICO ACTIVEWEAR MARKET – BREAKUP BY REGION

- 12.1 Northern Mexico
 - 12.1.1 Overview
 - 12.1.2 Historical and Current Market Trends (2020-2025)
 - 12.1.3 Market Breakup by Product Type
 - 12.1.4 Market Breakup by Material Type
 - 12.1.5 Market Breakup by Pricing
 - 12.1.6 Market Breakup by Age Group
 - 12.1.7 Market Breakup by Distribution Channel
 - 12.1.8 Market Breakup by End User
 - 12.1.9 Key Players
 - 12.1.10 Market Forecast (2026-2034)
- 12.2 Central Mexico
 - 12.2.1 Overview
 - 12.2.2 Historical and Current Market Trends (2020-2025)

- 12.2.3 Market Breakup by Product Type
- 12.2.4 Market Breakup by Material Type
- 12.2.5 Market Breakup by Pricing
- 12.2.6 Market Breakup by Age Group
- 12.2.7 Market Breakup by Distribution Channel
- 12.2.8 Market Breakup by End User
- 12.2.9 Key Players
- 12.2.10 Market Forecast (2026-2034)
- 12.3 Southern Mexico
 - 12.3.1 Overview
 - 12.3.2 Historical and Current Market Trends (2020-2025)
 - 12.3.3 Market Breakup by Product Type
 - 12.3.4 Market Breakup by Material Type
 - 12.3.5 Market Breakup by Pricing
 - 12.3.6 Market Breakup by Age Group
 - 12.3.7 Market Breakup by Distribution Channel
 - 12.3.8 Market Breakup by End User
 - 12.3.9 Key Players
 - 12.3.10 Market Forecast (2026-2034)
- 12.4 Others
 - 12.4.1 Historical and Current Market Trends (2020-2025)
 - 12.4.2 Market Forecast (2026-2034)

13 MEXICO ACTIVEWEAR MARKET – COMPETITIVE LANDSCAPE

- 13.1 Overview
- 13.2 Market Structure
- 13.3 Market Player Positioning
- 13.4 Top Winning Strategies
- 13.5 Competitive Dashboard
- 13.6 Company Evaluation Quadrant

14 PROFILES OF KEY PLAYERS

- 14.1 Company A
 - 14.1.1 Business Overview
 - 14.1.2 Products Offered
 - 14.1.3 Business Strategies
 - 14.1.4 SWOT Analysis

- 14.1.5 Major News and Events
- 14.2 Company B
 - 14.2.1 Business Overview
 - 14.2.2 Products Offered
 - 14.2.3 Business Strategies
 - 14.2.4 SWOT Analysis
 - 14.2.5 Major News and Events
- 14.3 Company C
 - 14.3.1 Business Overview
 - 14.3.2 Products Offered
 - 14.3.3 Business Strategies
 - 14.3.4 SWOT Analysis
 - 14.3.5 Major News and Events
- 14.4 Company D
 - 14.4.1 Business Overview
 - 14.4.2 Products Offered
 - 14.4.3 Business Strategies
 - 14.4.4 SWOT Analysis
 - 14.4.5 Major News and Events
- 14.5 Company E
 - 14.5.1 Business Overview
 - 14.5.2 Products Offered
 - 14.5.3 Business Strategies
 - 14.5.4 SWOT Analysis
 - 14.5.5 Major News and Events

15 MEXICO ACTIVEWEAR MARKET - INDUSTRY ANALYSIS

- 15.1 Drivers, Restraints, and Opportunities
 - 15.1.1 Overview
 - 15.1.2 Drivers
 - 15.1.3 Restraints
 - 15.1.4 Opportunities
- 15.2 Porters Five Forces Analysis
 - 15.2.1 Overview
 - 15.2.2 Bargaining Power of Buyers
 - 15.2.3 Bargaining Power of Suppliers
 - 15.2.4 Degree of Competition
 - 15.2.5 Threat of New Entrants

15.2.6 Threat of Substitutes
15.3 Value Chain Analysis

16 APPENDIX

I would like to order

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