

Outdoor Sports Apparel Market Report by Product Type (Top Wear, Bottom Wear, and Others), Mode of Sale (Retail Stores, Supermarkets, Brand Outlets, Discount Stores, Online Stores), End User (Men, Women, Kids), and Region 2024-2032

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Abstracts

The global outdoor sports apparel market size reached US\$ 14.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 28.7 Billion by 2032, exhibiting a growth rate (CAGR) of 7.5% during 2024-2032. The emerging technological advancement in fabrics, the significant expansion of e-commerce, and the online shopping sector, and the growing popularity of outdoor sports apparel among celebrities and social media influencers are some of the major factors propelling the market.

Outdoor sports apparel refers to clothing designed specifically for engaging in various physical activities and sports in outdoor environments. It is produced to provide comfort, functionality, and protection to individuals participating in activities such as hiking, running, cycling, and more. It incorporates advanced materials and technologies to withstand changing weather conditions, enhance performance, and ensure safety. It includes items such as moisture-wicking shirts, breathable jackets, durable pants, and specialized footwear. Additionally, it is designed to manage moisture, regulate body temperature, and offer flexibility for unrestricted movement. Nowadays, high-quality outdoor sports apparel can offer features such as ultraviolet (UV) protection, reflective elements for low-light visibility, and pockets for carrying essentials.

The market is primarily driven by the growing emphasis on health and wellness among individuals to engage in outdoor physical activities. In addition, the increasing shift toward active lifestyles with outdoor sports activities such as hiking, running, cycling, and camping are influencing the market growth. Consequently, the demand for

specialized apparel that offers comfort, durability, and performance-enhancing features is augmenting the market growth. Moreover, the rising popularity of athleisure wear among consumers seeking versatile clothing options that seamlessly transition from outdoor activities to casual wear is driving the demand for stylish outdoor sports apparel. Besides this, several advancements in fabric technology with innovations such as moisture-wicking fabrics, ultraviolet (UV) protection, and temperature regulation are enhancing the functionality of outdoor sports apparel, attracting seasoned athletes and recreational enthusiasts, representing another major growth-inducing factor.

Outdoor Sports Apparel Market Trends/Drivers:

The emerging technological advancement in fabrics

The market is driven by emerging technological advancements in fabric development. It is transforming the way outdoor enthusiasts experience comfort, performance, and protection during various activities. In addition, the development of high-performance fabrics designed to meet the specific demands of outdoor sports with moisture-wicking fabrics draws sweat away from the skin, enhancing comfort and preventing chafing during intense activities are influencing the market growth. Moreover, breathable fabrics allow efficient air circulation, regulating body temperature and reducing overheating representing another major growth-inducing factor. Also, UV-protective fabrics shield the skin from harmful sun rays, addressing the safety concerns of outdoor sports enthusiasts. Besides this, the creation of fabrics with adaptive properties such as thermoregulating fabrics adjusts their insulation properties based on external conditions, ensuring optimal comfort across changing climates which accelerates the market growth. Furthermore, the introduction of odor-resistant fabrics incorporated with antimicrobial agents to combat odor-causing bacteria, allows users to remain fresh during extended outdoor adventures, thus propelling market growth.

The significant expansion of e-commerce, sector

The market is driven by the widespread expansion of e-commerce platforms and the online shopping sector. Additionally, e-commerce platforms are providing consumers with unparalleled convenience, enabling them to explore and purchase products from the comfort of their homes thus influencing the market growth. Also, the easy availability of apparel brands and products online, connects consumers with global options, thus augmenting the market growth. Moreover, the online shopping sector is encouraging brands to improve their digital presence and customer engagement by brands using e-commerce to showcase their products through detailed images, videos, and customer reviews, enhancing the purchasing decision-making process representing another major

growth-inducing factor. Besides this, the rise of mobile shopping apps is further streamlining the online shopping experience, allowing consumers to browse, compare, and make purchases on-the-go, thus propelling market growth.

The growing product popularity among celebrities and social media influencers

The increasing popularity of outdoor sports apparel is due to increasing product endorsements and influencers' culture. In addition, celebrities often endorse sports apparel through their active lifestyles and participation in outdoor sports events which enhances the brand's credibility and attracts consumers seeking functional and fashionable gear, thus contributing to the market growth. Moreover, social media influencers focused on fitness, adventure, and outdoor activities are shaping consumer preferences with their authentic content, featuring sports apparel in real-life scenarios, representing another major growth-inducing factor. Besides this, the visual nature of platforms such as Instagram and YouTube allows influencers to provide detailed reviews, styling tips, and insights into the product's practicality, allowing consumers to make informed decisions based on the experiences of influencers they trust, thus influencing the market growth.

Outdoor Sports Apparel Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global outdoor sports apparel market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, mode of sale and end user.

Breakup by Product Type:

Top Wear

Bottom Wear

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes top wear, bottom wear, and others.

Top wear apparel market is driven by the rising demand for numerous items such as jackets, shirts, jerseys, and sweatshirts. These garments are designed to offer protection from varying weather conditions while ensuring breathability and comfort during outdoor activities. Moreover, several technological advancements, led to innovations in materials, such as moisture-wicking fabrics and insulated layers,

enhancing the experience of outdoor enthusiasts representing another major growth-inducing factor.

Besides this, the bottom wear apparel market is driven by the increasing demand for pants, shorts, and leggings. These clothing items are produced with durability and flexibility in mind, allowing athletes to engage in several physical activities from rugged terrain to water-based adventures, it is designed to provide comfort, ease of movement, and protection.

Along with this, some specialized apparel caters to niche requirements including specialized gear for activities such as rock climbing, skiing, or cycling which is escalating the demand for customized attire for specific functionalities and enhanced performance during particular outdoor events, thus propelling the market growth.

Breakup by Mode of Sale:

- Retail Stores
- Supermarkets
- Brand Outlets
- Discount Stores
- Online Stores

Discount stores presently account for the largest market share

A detailed breakup and analysis of the market based on the mode of sale has also been provided in the report. This includes retail stores, supermarkets, brand outlets, discount stores, and online stores. According to the report, discount stores accounted for the largest market share.

Discount stores excel at offering attractive pricing strategies that resonate with cost-conscious consumers. These stores can negotiate favorable deals with suppliers and pass on the resulting cost savings to customers, the affordability appeals to a broad customer base seeking quality outdoor sports apparel at a fraction of the price charged by other retailers.

Moreover, the convenience offered by discount stores, with multiple locations, accessible hours, and user-friendly online platforms, ensures that customers can easily browse, purchase, and receive their desired products which enhances customer satisfaction and encourages repeat business representing another major growth-

inducing factor.

Furthermore, discount stores also prioritize a numerous product range, catering to a wide spectrum of outdoor sports enthusiasts from hiking and cycling to water sports and camping, they stock a comprehensive selection of apparel to meet various preferences and needs which positions them as a one-stop destination for outdoor enthusiasts seeking versatile and affordable options, thus creating a positive market outlook.

Breakup by End User:

Men

Women

Kids

Men hold the largest share of the market

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes men, women, and kids. According to the report, men accounted for the largest market share.

Men consistently maintained a significant share of the market. In addition, several range of outdoor activities catering to men's interests, such as hiking, running, and various sports, are escalating the demand for performance-oriented stylish apparel, thus contributing to the market growth. Also, manufacturers are offering a spectrum of products that combine functionality and aesthetics, ensuring optimal comfort and performance. Moreover, several marketing strategies and advertising campaigns portray men as fearless adventurers, highlighting their participation in challenging outdoor activities representing another major growth-inducing factor. Along with this, the development of products that align with male body proportions and preferences is augmenting the market growth.

Besides this, women's participation in outdoor activities prompted the industry to respond with numerous range of apparel options tailored to their specific needs including designs that blend fashion with functionality, addressing aspects such as fit, durability, and style. Furthermore, the increasing participation of kids in sports activities, and the growing awareness of the importance of outdoor activities for children's development are escalating the demand for specialized apparel catering to their needs, thus propelling the market growth.

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

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America market includes various terrains and climates, making it a prime region for outdoor recreational activities. The geographical diversity, ranging from snow-covered mountains to sun-drenched beaches, creates a substantial demand for

specialized outdoor sports apparel that caters to the unique requirements of each environment.

Moreover, the increasing culture of outdoor athleticism and adventure such as hiking, skiing, surfing, and mountain biking, among individuals represents another major growth-inducing factor. Also, the cultural inclination toward active living fosters a continuous need for high-quality, performance-driven apparel that can withstand the challenges of these activities.

Furthermore, North American companies are investing in research and development (R&D), consistently pushing the boundaries of fabric technology, design, and functionality to ensure access to improved apparel that enhances their performance and guarantees comfort and safety, thus propelling the market growth.

Competitive Landscape:

Nowadays, leading players in the market are employing a strategic array of initiatives to bolster their positions and solidify their influence within the industry. They are investing in research and development (R&D) focusing on introducing advanced materials, such as moisture-wicking fabrics, temperature-regulating technologies, and sustainable materials to enhance performance. Moreover, companies are offering specialized apparel for various sports, ensuring that consumers can find gear tailored to their specific needs which allows them to capture a broader consumer base and establish themselves as comprehensive solution providers. Besides this, they are catering to evolving consumer preferences and establishing a strong omnichannel presence including retail stores, e-commerce platforms, and social media engagement by integrating online and offline experiences, which enhance accessibility and provide a consistent brand experience.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Adidas AG

Columbia Sportswear Company

Cotswold Outdoor (Outdoor and Cycle Concepts Limited)

L. L. Bean Inc.

Lululemon athletica inc.

Mizuno Corporation

Mountain Warehouse Ltd.

Nike Inc.
Patagonia Inc.
Puma SE
Under Armour Inc.
VF Corporation

Recent Developments:

In February 2020, Nike Inc. announced strategic distributor collaborations with Grupo Axo and Grupo SBF S.A that aims to facilitate the transition of its Nike Brand operations across South American nations, including countries such as Argentina, Brazil, Uruguay, and Chile.

In September 2020, Patagonia, Inc. introduced a fresh line of shorts showcasing a tag bearing the message Vote the a--holes out, this distinct label is intricately woven into the fabric of the shorts, to inspire customers to express their environmental concerns through their choices.

In October 2020, Columbia Sportswear Company introduced its new Omni-Heat Black Dot technology for outdoor apparel which is employed in jackets for men and women to offer external thermal shield against cold environments.

Key Questions Answered in This Report

1. What was the size of the global outdoor sports apparel market in 2023?
2. What is the expected growth rate of the global outdoor sports apparel market during 2024-2032?
3. What are the key factors driving the global outdoor sports apparel market?
4. What has been the impact of COVID-19 on the global outdoor sports apparel market?
5. What is the breakup of the global outdoor sports apparel market based on the mode of sale?
6. What is the breakup of the global outdoor sports apparel market based on the end user?
7. What are the key regions in the global outdoor sports apparel market?
8. Who are the key players/companies in the global outdoor sports apparel market?

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