

Running Gear Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global running gear market size reached US\$ 39.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 58.7 Billion by 2028, exhibiting a growth rate (CAGR) of 6.4% during 2023-2028.

Running gear refers to the accessories and wearables worn by individuals while running or being engaged in related activities. It primarily includes athletic wearables such as shoes, gloves, jackets, tights, smart watches and goggles. Among these, products such as gloves and jackets are usually skin fit and made from water-resistant materials to prevent chafing of the skin and rain or wind penetration. Running gear also provides a protective layer, thus reducing the chances of any injury and also aids in better air circulation while performing any physical activity. On the other hand, smart running gear devices enable consumers to track their fitness progress, thus helping in keeping an enhanced motivational spirit during formal fitness training.

Running Gear Market Trends:

A significant increase in the number of health-conscious consumers owing to the rising awareness about the advantages of exercising and physical fitness is one of the key factors contributing to the market growth. The widespread acceptance that running is one of the most effective forms of exercises has immensely contributed to the popularity of comfortable running gear products. Moreover, consumers are increasingly becoming inclined toward using advanced technologies owing to the rise in disposable income levels. This has led to product premiumization and rapid inclusion of these products into consumers' daily fitness activities such as jogging. Additionally, manufacturers are also incorporating fashionable designs and high-quality fabrics in running apparel to attract new consumers. Moreover, the rising global trend of running marathons and aggressive promotional activities by manufacturers across social media platforms are

also contributing to the running gear market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global running gear market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, gender and distribution channel.

Breakup by Product:

- Running Footwear
- Running Apparel
- Running Accessories
- Fitness Trackers

Breakup by Gender:

- Male
- Female
- Unisex

Breakup by Distribution Channel:

- Specialty and Sports Shops
- Supermarkets and Hypermarkets
- Department and Discount Stores
- Online
- Others

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the

key players being Adidas AG, ASICS, New Balance, Nike, Skechers USA, Inc., Amer Sports, British Knights, Columbia Sportswear Company, Fitbit, Garmin, Kering (Puma), Newton Running, The Rockport Group, Under Armour, VF Corporation, Wolverine World Wide, etc.

IMARC Group's latest report provides a deep insight into the global running gear market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global running gear industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global running gear market in 2022?
2. What is the expected growth rate of the global running gear market during 2023-2028?
3. What are the key factors driving the global running gear market?
4. What has been the impact of COVID-19 on the global running gear market?
5. What is the breakup of the global running gear market based on the product?
6. What is the breakup of the global running gear market based on the gender?
7. What is the breakup of the global running gear market based on the distribution channel?
8. What are the key regions in the global running gear market?
9. Who are the key players/companies in the global running gear market?

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