

Running Gear Market Report by Product (Running Footwear, Running Apparel, Running Accessories, Fitness Trackers), Gender (Male, Female, Unisex), Distribution Channel (Specialty and Sports Shops, Supermarkets and Hypermarkets, Department and Discount Stores, Online, and Others), and Region 2024-2032

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Abstracts

The global running gear market size reached US\$ 41.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 69.2 Billion by 2032, exhibiting a growth rate (CAGR) of 5.6% during 2024-2032. The market is experiencing moderate growth driven by ongoing technological advancements, increasing health and fitness consciousness among consumers, and rising participation in marathons, trail running, and other organized running events.

Running Gear Market Analysis:

Market Growth and Size: The market is witnessing stable growth, driven by the increasing interest in health and fitness, as well as the escalating popularity of running as a recreational activity.

Ongoing Innovations in Material and Technology: Continuous innovations in materials like moisture-wicking fabrics and technologies such as smart wearables are enhancing the performance and functionality of running gear, attracting tech-savvy consumers.

Industry Applications: The market is experiencing high demand from diverse industries, including sports, fashion, and wellness, as running gear is not limited to athletic use; it also serves as fashionable athleisure wear and wellness-focused attire.

Geographical Trends: North America leads the market, propelled by its well-established fitness culture, numerous running events, and the presence of key athletic apparel

brands.

Competitive Landscape: The market is characterized by intense competition with numerous key players focusing on product innovation, marketing, and partnerships to gain a competitive edge and cater to the evolving needs of runners and fitness enthusiasts.

Challenges and Opportunities: While the industry faces challenges, such as the saturation of mature markets and concerns about sustainability, it also presents opportunities, including the potential for expanding into emerging markets and addressing the growing demand for eco-friendly running gear.

Future Outlook: The future of the running gear market looks promising, with potential growth in wearable technology integration, sustainable and eco-conscious product offerings, and a heightened focus on enhancing performance and comfort for runners, contributing to sustained market expansion.

Running Gear Market Trends:

Emerging health and fitness trends

The rising health and fitness trend, spurred by the desire for overall well-being, is propelling the running gear market's growth as consumers recognize the importance of appropriate gear in optimizing their running experiences and fitness goals. In recent years, there has been a global shift toward prioritizing health and wellness, with individuals of all ages recognizing the numerous benefits associated with physical activity, particularly running. As more people embrace running as an integral part of their healthy lifestyle, the demand for specialized running gear and apparel has escalated. This trend encompasses a growing awareness about the importance of comfortable and performance-enhancing running gear, including moisture-wicking clothing, cushioned footwear, and wearable fitness technology. Consumers are also seeking to improve their physical health and their overall well-being, and running provides an accessible and effective means of achieving these goals. As a result, the running gear market continues to expand, fueled by an expanding health-conscious population that values the role of proper gear in optimizing their running experiences and enhancing their fitness journeys.

Rising participation in running events

The heightening popularity of running events, ranging from marathons to charity runs and trail races, has witnessed substantial growth in recent years. These events promote physical fitness and camaraderie and necessitate the use of specialized running gear and attire to enhance performance and comfort. Runners participating in marathons and

runners understand the importance of proper footwear, moisture-wicking clothing, and accessories like hydration packs and GPS watches. This awareness drives increased sales in the market as event participants seek running gear that complements their training and contributes to their success on race day. Apart from this, the growing community of avid runners and event enthusiasts has become a key market segment, fostering innovations in running gear design and technology. As participation in such events continues to rise, so does the demand for high-quality running gear, making it an essential driver in the propelling the growth of the running gear market.

Ongoing technological advancements

The constant innovation in materials, including moisture-wicking fabrics and advanced footwear technologies, is capturing consumer interest in high-performance running gear. Additionally, the integration of smart wearables and fitness tracking devices into running gear is further stimulating market growth. These innovations enhance the functionality of running gear, providing runners with features like moisture management, cushioning, and data tracking for performance optimization. This blend of technology and apparel caters to the modern runner's demands for comfort and performance and aligns with the increasing use of data and wearables in fitness routines, making it a key driver in the running gear market's expansion. These technological advancements in running gear improve the overall running experience and address the specific needs and preferences of individual runners. As consumers seek gear that enhances their performance and provides valuable data insights, the market continues to evolve, emphasizing the integration of cutting-edge technology into running apparel and accessories as a major driver of its growth.

Running Gear Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product, gender, and distribution channel.

Breakup by Product:

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

Running footwear accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes running footwear, running apparel, running accessories, and fitness trackers. According to the report, running footwear represented the largest segment.

Running footwear dominates the market as runners prioritize the selection of appropriate shoes, tailored to their gait, running style, and terrain preferences. Constant innovations in cushioning, support, and lightweight materials make running footwear the most sought-after product category. The sheer variety of running shoes, including those for road running, trail running, and racing, caters to the diverse needs of runners, solidifying its dominant position. Running footwear drives significant consumer attention due to its direct impact on comfort, performance, and injury prevention during running activities, thus fueling market growth.

Running apparel is a vital component of the market, offering moisture-wicking, breathable, and comfortable clothing for runners. This segment typically includes performance-oriented activewear, such as moisture-wicking tops, compression gear, and weather-resistant outerwear. It complements running footwear but is secondary in demand compared to shoes.

Running accessories encompass a range of items like hydration belts, running belts, headbands, and gloves. While important for some runners, this segment serves as supplementary gear, enhancing the running experience. Its demand is often amplified by specific needs, such as long-distance running or cold-weather training.

Running accessories encompass a range of items designed to enhance a runner's experience and performance. These include items like running shoes, moisture-wicking clothing, hydration packs, and armbands for smartphones.

Fitness trackers, including GPS watches and wearables, provide data on distance, pace, heart rate, and more. They enhance the running experience by offering performance insights. However, this category, while growing, serves as a complementary product to the core running gear and appeals to tech-savvy runners who seek comprehensive training data and analysis.

Breakup by Gender:

Male

Female
Unisex

Male holds the largest share in the industry

A detailed breakup and analysis of the market based on the gender have also been provided in the report. This includes male, female, and unisex. According to the report, male accounted for the largest market share.

Males dominates the market owing to their higher participation rates in running and related sports. This segment seeks specialized running apparel, footwear, and accessories tailored to their performance and comfort needs. Male-specific innovations, such as compression wear and advanced running shoe technologies, cater to this demographic. The growing interest in fitness and athleticism among men has further solidified their dominance in the market. Moreover, male runners frequently invest in high-performance and technologically advanced gear, such as GPS watches and specialized running shoes engineered for specific terrains, reflecting their commitment to optimizing their running experience. Additionally, the male demographic often engages in competitive running events, such as marathons and trail races, which catalyzes the demand for premium running gear designed to enhance performance and endurance.

The female segment of the running gear market has also experienced significant growth as more women embrace running as a fitness activity. Brands have responded with a wide range of women-specific running gear, including sports bras, leggings, and feminine color palettes. The demand for comfortable and stylish running attire for women further contributes to the growth of this segment.

The unisex category caters to individuals seeking versatile running gear suitable for both genders. It offers a gender-neutral approach to design and sizing, accommodating a diverse range of consumers. Unisex running gear is popular among those who prioritize functionality and prefer shared running experiences, making it a notable segment in the market. However, it often complements rather than competes with gender-specific offerings.

Breakup by Distribution Channel:

Specialty and Sports Shops
Supermarkets and Hypermarkets

Department and Discount Stores

Online

Others

Specialty and sports shops represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes specialty and sports shops, supermarkets and hypermarkets, department and discount stores, online, and others. According to the report, specialty and sports shops represented the largest segment.

Specialty and sports shops represent the largest distribution channel in the running gear market as it offers a comprehensive range of specialized products tailored to the needs of runners. These stores provide personalized customer service, expert advice, and the latest innovations in running gear. Runners often prefer shopping at these outlets for the in-depth knowledge and guidance they receive, making it the dominant distribution channel. In addition to providing expert guidance, specialty and sports shops often host running events, workshops, and product launches, fostering a sense of community among runners. This engagement enhances brand loyalty and encourages repeat business, solidifying their dominance in the running gear market. Moreover, these shops frequently collaborate with local running clubs and organizations, further strengthening their position as hubs for running enthusiasts and gear enthusiasts.

Supermarkets and hypermarkets offer convenience for everyday shopping. They have a limited selection of running gear compared to specialty shops. These stores may carry basic athletic apparel and footwear, attracting casual or beginner runners seeking affordability and convenience.

Department and discount stores offer a mix of running gear alongside a wide array of other products. They cater to a diverse customer base, making running gear accessible to a broad audience. However, the selection may be less specialized compared to specialty shops.

The online distribution channel has also experienced significant growth, offering a vast selection of running gear from various brands. Online shopping provides convenience and a wider reach, allowing consumers to access a broad range of products and compare prices. It has become a popular choice, especially for tech-savvy shoppers seeking convenience and competitive pricing in the running gear market.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America leads the market, accounting for the largest running gear market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America accounted for the largest market share.

In North America, the presence of iconic sportswear brands like Nike, Under Armour, and New Balance spurs innovation and product development in the running gear sector. The region's well-organized running events, such as the Boston Marathon and New York City Marathon, serve as platforms for showcasing and promoting running gear. The rising influence of professional athletes and celebrities promoting running and fitness in North America significantly impacts consumer preferences for running gear, further propelling market growth. Additionally, the region's extensive network of specialty running stores and online retail platforms provides easy access to a wide range of running gear options, enhancing market accessibility for enthusiasts of all levels.

Europe also stands out for its growing emphasis on eco-friendly and sustainable running gear options. Many European brands prioritize environmental responsibility and ethical production, catering to the growing demand for eco-conscious consumers. Additionally, Europe's diverse terrain, from alpine trails to urban streets, fuels the need for versatile running gear suitable for various conditions.

The Asia Pacific region benefits from the rapid urbanization and increasing disposable income, which are driving a fitness-conscious population to embrace running. Local brands in countries like Japan and South Korea are gaining recognition for their innovative running gear designs, contributing to market growth in the region.

In the Middle East and Africa, the increasing popularity of running events like the Dubai Marathon and Comrades Marathon encourages local participation and stimulates the

demand for running gear. The region's unique climate conditions also drive the need for specialized running apparel suitable for both desert and urban running.

Latin America also presents a growing market for running gear, fueled by its rich sports culture and a rising interest in health and fitness. Running gear tailored for hot and humid climates is in demand, and local brands are emerging to meet these specific needs. The region's scenic landscapes, from Amazonian trails to coastal routes, provide diverse settings for running activities, further stimulating the market.

Leading Key Players in the Running Gear Industry:

Key players in the market are actively engaging in several strategic initiatives to maintain and expand their market presence. These initiatives include continuous research and development (R&D) to introduce innovative technologies and materials that enhance the performance and comfort of running gear. Additionally, these industry leaders are focusing on sustainability by incorporating eco-friendly materials and production processes to meet the growing demand for sustainable products. Marketing efforts also play a pivotal role, with partnerships with professional athletes, sponsorships of running events, and digital marketing campaigns to reach a wider audience. Furthermore, expanding their online presence and e-commerce platforms allows these players to cater to the rising trend of online shopping for running gear. Overall, these strategic moves ensure that key players stay competitive and responsive to evolving consumer preferences in the dynamic running gear market.

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

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

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

November 4, 2022: ASICS, a Japanese sportswear brand, released the ASICS X SOLANA UI collection. This distinctive footwear collection offers two exclusive designs: "light mode" and "dark mode," each drawing inspiration from Solana's fusion of technology and physical activity. These custom-made running shoes exemplify ASICS' commitment to innovative design and functionality, providing runners with a unique blend of style and performance.

November 14, 2022: Nike launched the Swoosh project, which is a non-fungible token (NFT) marketplace built on the Polygon blockchain. Nike's Swoosh platform will be the main point of the company's efforts to expand into Web3 services. The Swoosh platform is set to become the central hub for the company's expansion, offering a wide range of NFTs featuring Nike-branded virtual apparel, including iconic sneaker designs, clothing lines, collectibles, and more.

May 19, 2023: Adidas AG announced that it will begin selling some of the remaining inventory of adidas YEEZY products, with an initial release end of May 2023. This move signifies Adidas' commitment to meeting the demand for YEEZY-branded items, which have garnered significant popularity in the fashion and sneaker communities. By offering these products to consumers, Adidas aims to satisfy enthusiasts and collectors who have eagerly awaited the opportunity to acquire YEEZY merchandise, thereby continuing to captivate the market with this iconic collaboration.

Key Questions Answered in This Report

1. What was the size of the global running gear market in 2023?
2. What is the expected growth rate of the global running gear market during 2024-2032?
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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