

Asia Pacific Sports Apparel Market (2016-2022)

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Abstracts

Developing newer fabrics with superior properties coupled with apparels with increased functionality would present significant market opportunities to the industry participants. Despite small market share for sports apparel market for the aging population as well as women, the opportunities within these segments would be would be tremendous.

Disposable income, especially in the emerging economies has been a major reason for lifestyle changes. The rise in disposable incomes has influenced the purchasing power of customers. Premium brands have gained acceptance among the population base in emerging economies. The varying fashion statement and superior product features provided by the companies attract the customers towards a brand.

There has been an unprecedented demand for regular walking and running apparel. The demand for comfortable fitness apparel has increased significantly over the years. For instance, Adidas introduced their Adidas Performance Tank Tops, with high neckline along with drop armholes providing comfort and convenience to the consumer while working out. The apparel is designed using the climalite fabric technology, and the technology helps in removing moisture away from the body and provides a comfortable and dry feeling.

The report highlights the adoption of Sports Apparel in Asia Pacific. Based on the End User, the Asia Pacific Sports Apparel Market is segmented into Men, Women and Children segment. Based on the Mode of Sale, the market is bifurcated into Retail and Online segment. According to the Retail type, the market is segmented into Supermarket, Brand Outlets and Discount Stores segments. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key companies profiled in the report includes Under Armour, Inc., Adidas AG, Nike,

Inc., Puma, Ralph Lauren Corporation, Umbro, Fila, Lululemon Athletica
Incorporation, New Balance Athletic Shoe, and Columbia Sportswear Company.

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