

Global Athleisure Products Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Athleisure Products market size is predicted to grow from US\$ 359300 million in 2025 to US\$ 547170 million in 2031; it is expected to grow at a CAGR of 7.3% from 2025 to 2031.

Athleisure, a type of hybrid clothing, is a fabricated style of clothing typically worn during athletic activities and in other settings, such as at the workplace, at school, or at other casual or social occasions. The Athleisure Products industry can be broken down into Shorts, Jackets, Pants, Hats, etc. Across the world, the major players cover Adidas, Sweaty Betty, etc.

Based on Athleisure Products product category, Athleisure Products market can be classified into Footwear, Pants, Hats, Hoodies, Tops, Leggings, Shorts, Jackets and Others (Bras, Headbands, etc.). The revenue share of Footwear took up more than 20% of the global market share in 2019, while Pants, Jackets, Shorts and Tops followed with 18.49%, 15.10%, 11.44% and 10.65% separately. Leggings, Hats and Hoodies are also took important market share in Athleisure market.

End-Users of Athleisure Products can be segmented into three categories Men, Women and Children. In 2019, the male group segment accounted for the largest market, with a sales share of more than 50% in the global market.

North America and Europe are the two largest consumption regions of Athleisure Products in terms of market value, while APAC occupied the most market sales volume share.

Some leading international players include Nike, Adidas, Uniqlo, Puma, Under Armour, Lululemon, etc.

LPI (LP Information)' newest research report, the “Athleisure Products Industry Forecast” looks at past sales and reviews total world Athleisure Products sales in 2024, providing a comprehensive analysis by region and market sector of projected Athleisure Products sales for 2025 through 2031. With Athleisure Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Athleisure Products industry.

This Insight Report provides a comprehensive analysis of the global Athleisure Products landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Athleisure Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Athleisure Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Athleisure Products and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Athleisure Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Athleisure Products market by product type, application, key players and key regions and countries.

Segmentation by Type:

Footwear

Pants

Hats

Hoodies

Tops

Leggings

Shorts

Jackets

Others

Segmentation by Application:

Men

Women

Children

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Adidas

Sweaty Betty

Nike

Lululemon

Alala

Puma

Under Armour

Tory Sport

Girlfriend Collective

Athleta (Gap Inc.)

Uniqlo

Olivers Apparel

Unbridled Apparel

Lysse

Ultracor

Alo Yoga

Vuori

Rhone Apparel

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