

Global Sports Fitness Bra Market Growth 2026-2032

<https://marketpublishers.com/r/G31C30697187EN.html>

Date: July 2026

Pages: 165

Price: US\$ 3,660.00 (Single User License)

ID: G31C30697187EN

Abstracts

The global Sports Fitness Bra market size is predicted to grow from US\$ 10790 million in 2025 to US\$ 14067 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

Sports fitness bras are functional undergarments specifically designed to provide women with chest support, shock absorption, and a comfortable experience during various forms of physical exercise and activity. In 2025, global Sports Fitness Bra production reached approximately 1103 million units, with an average global market price of around 10 US\$/Unit. The production capacity of Sports Fitness Bra reaches 1470 million units, and the industry's gross profit margin is approximately between 30% and 50%.

The growth of the sports fitness bra market is primarily driven by a confluence of factors: heightened health awareness among women, continuously rising participation in fitness and sports activities, increased female purchasing power, and the widespread popularity of the athleisure trend. An increasing number of women now recognize the critical importance of specialized sports bras in preventing ligament damage, enhancing athletic performance, and boosting both comfort and confidence, prompting a shift away from everyday bras toward functional, purpose-built products. At the same time, the rise of social media and fitness culture has strengthened the focus on the professionalism of sports equipment, driving brands to continuously upgrade in supporting technology, fabric innovation, size inclusivity and design aesthetics. Furthermore, the integration of sustainable development concepts, the emphasis on plus-size and large-breasted niche markets, and the application of high-performance materials such as recycled fibers and intelligent temperature-controlled fabrics have further expanded the boundaries of product value, enabling sports bras to evolve from basic functional items into a high-growth consumer category that integrates health, technology, fashion, and self-expression.

LP Information, Inc. (LPI) ' newest research report, the "Sports Fitness Bra Industry Forecast" looks at past sales and reviews total world Sports Fitness Bra sales in 2025, providing a comprehensive analysis by region and market sector of projected Sports Fitness Bra sales for 2026 through 2032. With Sports Fitness Bra sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sports Fitness Bra industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Fitness Bra 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 Sports Fitness Bra.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Fitness Bra market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Light Support

Medium Support

High Support

Segmentation by Design:

Racerback Sports Bra

Cross-back Sports Bra

Others

Segmentation by Manufacturing Process:

Stitched Type

Seamless Type

Segmentation by Application:

Online Sales

Offline Sales

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 analysing the company's coverage, product portfolio, its market penetration.

Nike

Adidas

Under Armour

Lululemon

Mizuno

ANTA

Hanes

Lorna Jane

Asics

Decathlon

Puma

Wacoal

Gap

Reebok

The North Face

Fast Retailing

New Balance

Li-Ning

Brooks Running

Calvin Klein

Columbia

Ubras

Aimer

Key Questions Addressed in this Report

What is the 10-year outlook for the global Sports Fitness Bra market?

What factors are driving Sports Fitness Bra market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Sports Fitness Bra market opportunities vary by end market size?

How does Sports Fitness Bra break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Sports Fitness Bra Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Sports Fitness Bra by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Sports Fitness Bra by Country/Region, 2021, 2025 & 2032
- 2.2 Sports Fitness Bra Segment by Type
 - 2.2.1 Light Support
 - 2.2.2 Medium Support
 - 2.2.3 High Support
 - 2.2.4 Sports Fitness Bra Sales by Type
 - 2.2.4.1 Global Sports Fitness Bra Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Sports Fitness Bra Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Sports Fitness Bra Sale Price by Type (2021-2026)
- 2.3 Sports Fitness Bra Segment by Design
 - 2.3.1 Racerback Sports Bra
 - 2.3.2 Cross-back Sports Bra
 - 2.3.3 Others
 - 2.3.4 Sports Fitness Bra Sales by Design
 - 2.3.4.1 Global Sports Fitness Bra Sales Market Share by Design (2021-2026)
 - 2.3.4.2 Global Sports Fitness Bra Revenue and Market Share by Design (2021-2026)
 - 2.3.4.3 Global Sports Fitness Bra Sale Price by Design (2021-2026)
- 2.4 Sports Fitness Bra Segment by Manufacturing Process
 - 2.4.1 Stitched Type

2.4.2 Seamless Type

2.4.3 Sports Fitness Bra Sales by Manufacturing Process

2.4.3.1 Global Sports Fitness Bra Sales Market Share by Manufacturing Process (2021-2026)

2.4.3.2 Global Sports Fitness Bra Revenue and Market Share by Manufacturing Process (2021-2026)

2.4.3.3 Global Sports Fitness Bra Sale Price by Manufacturing Process (2021-2026)

2.5 Sports Fitness Bra Segment by Application

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Sports Fitness Bra Sales by Application

2.5.3.1 Global Sports Fitness Bra Sale Market Share by Application (2021-2026)

2.5.3.2 Global Sports Fitness Bra Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Sports Fitness Bra Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Sports Fitness Bra Breakdown Data by Company

3.1.1 Global Sports Fitness Bra Annual Sales by Company (2021-2026)

3.1.2 Global Sports Fitness Bra Sales Market Share by Company (2021-2026)

3.2 Global Sports Fitness Bra Annual Revenue by Company (2021-2026)

3.2.1 Global Sports Fitness Bra Revenue by Company (2021-2026)

3.2.2 Global Sports Fitness Bra Revenue Market Share by Company (2021-2026)

3.3 Global Sports Fitness Bra Sale Price by Company

3.4 Key Manufacturers Sports Fitness Bra Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Sports Fitness Bra Product Location Distribution

3.4.2 Players Sports Fitness Bra Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR SPORTS FITNESS BRA BY GEOGRAPHIC REGION

4.1 World Historic Sports Fitness Bra Market Size by Geographic Region (2021-2026)

- 4.1.1 Global Sports Fitness Bra Annual Sales by Geographic Region (2021-2026)
- 4.1.2 Global Sports Fitness Bra Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Sports Fitness Bra Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Sports Fitness Bra Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Sports Fitness Bra Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Sports Fitness Bra Sales Growth
- 4.4 APAC Sports Fitness Bra Sales Growth
- 4.5 Europe Sports Fitness Bra Sales Growth
- 4.6 Middle East & Africa Sports Fitness Bra Sales Growth

5 AMERICAS

- 5.1 Americas Sports Fitness Bra Sales by Country
 - 5.1.1 Americas Sports Fitness Bra Sales by Country (2021-2026)
 - 5.1.2 Americas Sports Fitness Bra Revenue by Country (2021-2026)
- 5.2 Americas Sports Fitness Bra Sales by Type (2021-2026)
- 5.3 Americas Sports Fitness Bra Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Sports Fitness Bra Sales by Region
 - 6.1.1 APAC Sports Fitness Bra Sales by Region (2021-2026)
 - 6.1.2 APAC Sports Fitness Bra Revenue by Region (2021-2026)
- 6.2 APAC Sports Fitness Bra Sales by Type (2021-2026)
- 6.3 APAC Sports Fitness Bra Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

7.1 Europe Sports Fitness Bra by Country

7.1.1 Europe Sports Fitness Bra Sales by Country (2021-2026)

7.1.2 Europe Sports Fitness Bra Revenue by Country (2021-2026)

7.2 Europe Sports Fitness Bra Sales by Type (2021-2026)

7.3 Europe Sports Fitness Bra Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Sports Fitness Bra by Country

8.1.1 Middle East & Africa Sports Fitness Bra Sales by Country (2021-2026)

8.1.2 Middle East & Africa Sports Fitness Bra Revenue by Country (2021-2026)

8.2 Middle East & Africa Sports Fitness Bra Sales by Type (2021-2026)

8.3 Middle East & Africa Sports Fitness Bra Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Sports Fitness Bra

10.3 Manufacturing Process Analysis of Sports Fitness Bra

10.4 Industry Chain Structure of Sports Fitness Bra

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Sports Fitness Bra Distributors

11.3 Sports Fitness Bra Customer

12 WORLD FORECAST REVIEW FOR SPORTS FITNESS BRA BY GEOGRAPHIC REGION

12.1 Global Sports Fitness Bra Market Size Forecast by Region

12.1.1 Global Sports Fitness Bra Forecast by Region (2027-2032)

12.1.2 Global Sports Fitness Bra Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Sports Fitness Bra Forecast by Type (2027-2032)

12.7 Global Sports Fitness Bra Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Nike

13.1.1 Nike Company Information

13.1.2 Nike Sports Fitness Bra Product Portfolios and Specifications

13.1.3 Nike Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Nike Main Business Overview

13.1.5 Nike Latest Developments

13.2 Adidas

13.2.1 Adidas Company Information

13.2.2 Adidas Sports Fitness Bra Product Portfolios and Specifications

13.2.3 Adidas Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Adidas Main Business Overview

13.2.5 Adidas Latest Developments

13.3 Under Armour

13.3.1 Under Armour Company Information

13.3.2 Under Armour Sports Fitness Bra Product Portfolios and Specifications

13.3.3 Under Armour Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.3.4 Under Armour Main Business Overview
- 13.3.5 Under Armour Latest Developments
- 13.4 Lululemon
 - 13.4.1 Lululemon Company Information
 - 13.4.2 Lululemon Sports Fitness Bra Product Portfolios and Specifications
 - 13.4.3 Lululemon Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Lululemon Main Business Overview
 - 13.4.5 Lululemon Latest Developments
- 13.5 Mizuno
 - 13.5.1 Mizuno Company Information
 - 13.5.2 Mizuno Sports Fitness Bra Product Portfolios and Specifications
 - 13.5.3 Mizuno Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Mizuno Main Business Overview
 - 13.5.5 Mizuno Latest Developments
- 13.6 ANTA
 - 13.6.1 ANTA Company Information
 - 13.6.2 ANTA Sports Fitness Bra Product Portfolios and Specifications
 - 13.6.3 ANTA Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 ANTA Main Business Overview
 - 13.6.5 ANTA Latest Developments
- 13.7 Hanes
 - 13.7.1 Hanes Company Information
 - 13.7.2 Hanes Sports Fitness Bra Product Portfolios and Specifications
 - 13.7.3 Hanes Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Hanes Main Business Overview
 - 13.7.5 Hanes Latest Developments
- 13.8 Lorna Jane
 - 13.8.1 Lorna Jane Company Information
 - 13.8.2 Lorna Jane Sports Fitness Bra Product Portfolios and Specifications
 - 13.8.3 Lorna Jane Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Lorna Jane Main Business Overview
 - 13.8.5 Lorna Jane Latest Developments
- 13.9 Asics
 - 13.9.1 Asics Company Information
 - 13.9.2 Asics Sports Fitness Bra Product Portfolios and Specifications

- 13.9.3 Asics Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.9.4 Asics Main Business Overview
- 13.9.5 Asics Latest Developments
- 13.10 Decathlon
 - 13.10.1 Decathlon Company Information
 - 13.10.2 Decathlon Sports Fitness Bra Product Portfolios and Specifications
 - 13.10.3 Decathlon Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Decathlon Main Business Overview
 - 13.10.5 Decathlon Latest Developments
- 13.11 Puma
 - 13.11.1 Puma Company Information
 - 13.11.2 Puma Sports Fitness Bra Product Portfolios and Specifications
 - 13.11.3 Puma Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Puma Main Business Overview
 - 13.11.5 Puma Latest Developments
- 13.12 Wacoal
 - 13.12.1 Wacoal Company Information
 - 13.12.2 Wacoal Sports Fitness Bra Product Portfolios and Specifications
 - 13.12.3 Wacoal Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Wacoal Main Business Overview
 - 13.12.5 Wacoal Latest Developments
- 13.13 Gap
 - 13.13.1 Gap Company Information
 - 13.13.2 Gap Sports Fitness Bra Product Portfolios and Specifications
 - 13.13.3 Gap Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Gap Main Business Overview
 - 13.13.5 Gap Latest Developments
- 13.14 Reebok
 - 13.14.1 Reebok Company Information
 - 13.14.2 Reebok Sports Fitness Bra Product Portfolios and Specifications
 - 13.14.3 Reebok Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 Reebok Main Business Overview
 - 13.14.5 Reebok Latest Developments
- 13.15 The North Face
 - 13.15.1 The North Face Company Information

- 13.15.2 The North Face Sports Fitness Bra Product Portfolios and Specifications
- 13.15.3 The North Face Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.15.4 The North Face Main Business Overview
- 13.15.5 The North Face Latest Developments
- 13.16 Fast Retailing
 - 13.16.1 Fast Retailing Company Information
 - 13.16.2 Fast Retailing Sports Fitness Bra Product Portfolios and Specifications
 - 13.16.3 Fast Retailing Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Fast Retailing Main Business Overview
 - 13.16.5 Fast Retailing Latest Developments
- 13.17 New Balance
 - 13.17.1 New Balance Company Information
 - 13.17.2 New Balance Sports Fitness Bra Product Portfolios and Specifications
 - 13.17.3 New Balance Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.17.4 New Balance Main Business Overview
 - 13.17.5 New Balance Latest Developments
- 13.18 Li-Ning
 - 13.18.1 Li-Ning Company Information
 - 13.18.2 Li-Ning Sports Fitness Bra Product Portfolios and Specifications
 - 13.18.3 Li-Ning Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.18.4 Li-Ning Main Business Overview
 - 13.18.5 Li-Ning Latest Developments
- 13.19 Brooks Running
 - 13.19.1 Brooks Running Company Information
 - 13.19.2 Brooks Running Sports Fitness Bra Product Portfolios and Specifications
 - 13.19.3 Brooks Running Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.19.4 Brooks Running Main Business Overview
 - 13.19.5 Brooks Running Latest Developments
- 13.20 Calvin Klein
 - 13.20.1 Calvin Klein Company Information
 - 13.20.2 Calvin Klein Sports Fitness Bra Product Portfolios and Specifications
 - 13.20.3 Calvin Klein Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.20.4 Calvin Klein Main Business Overview

13.20.5 Calvin Klein Latest Developments

13.21 Columbia

13.21.1 Columbia Company Information

13.21.2 Columbia Sports Fitness Bra Product Portfolios and Specifications

13.21.3 Columbia Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 Columbia Main Business Overview

13.21.5 Columbia Latest Developments

13.22 Ubras

13.22.1 Ubras Company Information

13.22.2 Ubras Sports Fitness Bra Product Portfolios and Specifications

13.22.3 Ubras Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.22.4 Ubras Main Business Overview

13.22.5 Ubras Latest Developments

13.23 Aimer

13.23.1 Aimer Company Information

13.23.2 Aimer Sports Fitness Bra Product Portfolios and Specifications

13.23.3 Aimer Sports Fitness Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.23.4 Aimer Main Business Overview

13.23.5 Aimer Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Sports Fitness Bra Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Sports Fitness Bra Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Light Support

Table 4. Major Players of Medium Support

Table 5. Major Players of High Support

Table 6. Global Sports Fitness Bra Sales by Type (2021-2026) & (K Units)

Table 7. Global Sports Fitness Bra Sales Market Share by Type (2021-2026)

Table 8. Global Sports Fitness Bra Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Sports Fitness Bra Revenue Market Share by Type (2021-2026)

Table 10. Global Sports Fitness Bra Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Racerback Sports Bra

Table 12. Major Players of Cross-back Sports Bra

Table 13. Major Players of Others

Table 14. Global Sports Fitness Bra Sales by Design (2021-2026) & (K Units)

Table 15. Global Sports Fitness Bra Sales Market Share by Design (2021-2026)

Table 16. Global Sports Fitness Bra Revenue by Design (2021-2026) & (\$ million)

Table 17. Global Sports Fitness Bra Revenue Market Share by Design (2021-2026)

Table 18. Global Sports Fitness Bra Sale Price by Design (2021-2026) & (US\$/Unit)

Table 19. Major Players of Stitched Type

Table 20. Major Players of Seamless Type

Table 21. Global Sports Fitness Bra Sales by Manufacturing Process (2021-2026) & (K Units)

Table 22. Global Sports Fitness Bra Sales Market Share by Manufacturing Process (2021-2026)

Table 23. Global Sports Fitness Bra Revenue by Manufacturing Process (2021-2026) & (\$ million)

Table 24. Global Sports Fitness Bra Revenue Market Share by Manufacturing Process (2021-2026)

Table 25. Global Sports Fitness Bra Sale Price by Manufacturing Process (2021-2026) & (US\$/Unit)

Table 26. Global Sports Fitness Bra Sale by Application (2021-2026) & (K Units)

Table 27. Global Sports Fitness Bra Sale Market Share by Application (2021-2026)

Table 28. Global Sports Fitness Bra Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Sports Fitness Bra Revenue Market Share by Application (2021-2026)
Table 30. Global Sports Fitness Bra Sale Price by Application (2021-2026) & (US\$/Unit)
Table 31. Global Sports Fitness Bra Sales by Company (2021-2026) & (K Units)
Table 32. Global Sports Fitness Bra Sales Market Share by Company (2021-2026)
Table 33. Global Sports Fitness Bra Revenue by Company (2021-2026) & (\$ millions)
Table 34. Global Sports Fitness Bra Revenue Market Share by Company (2021-2026)
Table 35. Global Sports Fitness Bra Sale Price by Company (2021-2026) & (US\$/Unit)
Table 36. Key Manufacturers Sports Fitness Bra Producing Area Distribution and Sales Area
Table 37. Players Sports Fitness Bra Products Offered
Table 38. Sports Fitness Bra Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 39. New Products and Potential Entrants
Table 40. Market M&A Activity & Strategy
Table 41. Global Sports Fitness Bra Sales by Geographic Region (2021-2026) & (K Units)
Table 42. Global Sports Fitness Bra Sales Market Share Geographic Region (2021-2026)
Table 43. Global Sports Fitness Bra Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 44. Global Sports Fitness Bra Revenue Market Share by Geographic Region (2021-2026)
Table 45. Global Sports Fitness Bra Sales by Country/Region (2021-2026) & (K Units)
Table 46. Global Sports Fitness Bra Sales Market Share by Country/Region (2021-2026)
Table 47. Global Sports Fitness Bra Revenue by Country/Region (2021-2026) & (\$ millions)
Table 48. Global Sports Fitness Bra Revenue Market Share by Country/Region (2021-2026)
Table 49. Americas Sports Fitness Bra Sales by Country (2021-2026) & (K Units)
Table 50. Americas Sports Fitness Bra Sales Market Share by Country (2021-2026)
Table 51. Americas Sports Fitness Bra Revenue by Country (2021-2026) & (\$ millions)
Table 52. Americas Sports Fitness Bra Sales by Type (2021-2026) & (K Units)
Table 53. Americas Sports Fitness Bra Sales by Application (2021-2026) & (K Units)
Table 54. APAC Sports Fitness Bra Sales by Region (2021-2026) & (K Units)
Table 55. APAC Sports Fitness Bra Sales Market Share by Region (2021-2026)
Table 56. APAC Sports Fitness Bra Revenue by Region (2021-2026) & (\$ millions)
Table 57. APAC Sports Fitness Bra Sales by Type (2021-2026) & (K Units)
Table 58. APAC Sports Fitness Bra Sales by Application (2021-2026) & (K Units)
Table 59. Europe Sports Fitness Bra Sales by Country (2021-2026) & (K Units)

Table 60. Europe Sports Fitness Bra Revenue by Country (2021-2026) & (\$ millions)
Table 61. Europe Sports Fitness Bra Sales by Type (2021-2026) & (K Units)
Table 62. Europe Sports Fitness Bra Sales by Application (2021-2026) & (K Units)
Table 63. Middle East & Africa Sports Fitness Bra Sales by Country (2021-2026) & (K Units)
Table 64. Middle East & Africa Sports Fitness Bra Revenue Market Share by Country (2021-2026)
Table 65. Middle East & Africa Sports Fitness Bra Sales by Type (2021-2026) & (K Units)
Table 66. Middle East & Africa Sports Fitness Bra Sales by Application (2021-2026) & (K Units)
Table 67. Key Market Drivers & Growth Opportunities of Sports Fitness Bra
Table 68. Key Market Challenges & Risks of Sports Fitness Bra
Table 69. Key Industry Trends of Sports Fitness Bra
Table 70. Sports Fitness Bra Raw Material
Table 71. Key Suppliers of Raw Materials
Table 72. Sports Fitness Bra Distributors List
Table 73. Sports Fitness Bra Customer List
Table 74. Global Sports Fitness Bra Sales Forecast by Region (2027-2032) & (K Units)
Table 75. Global Sports Fitness Bra Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 76. Americas Sports Fitness Bra Sales Forecast by Country (2027-2032) & (K Units)
Table 77. Americas Sports Fitness Bra Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 78. APAC Sports Fitness Bra Sales Forecast by Region (2027-2032) & (K Units)
Table 79. APAC Sports Fitness Bra Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 80. Europe Sports Fitness Bra Sales Forecast by Country (2027-2032) & (K Units)
Table 81. Europe Sports Fitness Bra Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 82. Middle East & Africa Sports Fitness Bra Sales Forecast by Country (2027-2032) & (K Units)
Table 83. Middle East & Africa Sports Fitness Bra Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 84. Global Sports Fitness Bra Sales Forecast by Type (2027-2032) & (K Units)
Table 85. Global Sports Fitness Bra Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global Sports Fitness Bra Sales Forecast by Application (2027-2032) & (K Units)

Table 87. Global Sports Fitness Bra Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Nike Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 89. Nike Sports Fitness Bra Product Portfolios and Specifications

Table 90. Nike Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Nike Main Business

Table 92. Nike Latest Developments

Table 93. Adidas Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 94. Adidas Sports Fitness Bra Product Portfolios and Specifications

Table 95. Adidas Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Adidas Main Business

Table 97. Adidas Latest Developments

Table 98. Under Armour Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 99. Under Armour Sports Fitness Bra Product Portfolios and Specifications

Table 100. Under Armour Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Under Armour Main Business

Table 102. Under Armour Latest Developments

Table 103. Lululemon Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 104. Lululemon Sports Fitness Bra Product Portfolios and Specifications

Table 105. Lululemon Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Lululemon Main Business

Table 107. Lululemon Latest Developments

Table 108. Mizuno Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 109. Mizuno Sports Fitness Bra Product Portfolios and Specifications

Table 110. Mizuno Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Mizuno Main Business

Table 112. Mizuno Latest Developments

Table 113. ANTA Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 114. ANTA Sports Fitness Bra Product Portfolios and Specifications

Table 115. ANTA Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. ANTA Main Business

Table 117. ANTA Latest Developments

Table 118. Hanes Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 119. Hanes Sports Fitness Bra Product Portfolios and Specifications

Table 120. Hanes Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Hanes Main Business

Table 122. Hanes Latest Developments

Table 123. Lorna Jane Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 124. Lorna Jane Sports Fitness Bra Product Portfolios and Specifications

Table 125. Lorna Jane Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Lorna Jane Main Business

Table 127. Lorna Jane Latest Developments

Table 128. Asics Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 129. Asics Sports Fitness Bra Product Portfolios and Specifications

Table 130. Asics Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Asics Main Business

Table 132. Asics Latest Developments

Table 133. Decathlon Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 134. Decathlon Sports Fitness Bra Product Portfolios and Specifications

Table 135. Decathlon Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Decathlon Main Business

Table 137. Decathlon Latest Developments

Table 138. Puma Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 139. Puma Sports Fitness Bra Product Portfolios and Specifications

Table 140. Puma Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 141. Puma Main Business

Table 142. Puma Latest Developments

Table 143. Wacoal Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 144. Wacoal Sports Fitness Bra Product Portfolios and Specifications

Table 145. Wacoal Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Wacoal Main Business

Table 147. Wacoal Latest Developments

Table 148. Gap Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 149. Gap Sports Fitness Bra Product Portfolios and Specifications

Table 150. Gap Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. Gap Main Business

Table 152. Gap Latest Developments

Table 153. Reebok Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 154. Reebok Sports Fitness Bra Product Portfolios and Specifications

Table 155. Reebok Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Reebok Main Business

Table 157. Reebok Latest Developments

Table 158. The North Face Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 159. The North Face Sports Fitness Bra Product Portfolios and Specifications

Table 160. The North Face Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. The North Face Main Business

Table 162. The North Face Latest Developments

Table 163. Fast Retailing Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 164. Fast Retailing Sports Fitness Bra Product Portfolios and Specifications

Table 165. Fast Retailing Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 166. Fast Retailing Main Business

Table 167. Fast Retailing Latest Developments

Table 168. New Balance Basic Information, Sports Fitness Bra Manufacturing Base,

Sales Area and Its Competitors

Table 169. New Balance Sports Fitness Bra Product Portfolios and Specifications

Table 170. New Balance Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 171. New Balance Main Business

Table 172. New Balance Latest Developments

Table 173. Li-Ning Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 174. Li-Ning Sports Fitness Bra Product Portfolios and Specifications

Table 175. Li-Ning Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 176. Li-Ning Main Business

Table 177. Li-Ning Latest Developments

Table 178. Brooks Running Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 179. Brooks Running Sports Fitness Bra Product Portfolios and Specifications

Table 180. Brooks Running Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 181. Brooks Running Main Business

Table 182. Brooks Running Latest Developments

Table 183. Calvin Klein Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 184. Calvin Klein Sports Fitness Bra Product Portfolios and Specifications

Table 185. Calvin Klein Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 186. Calvin Klein Main Business

Table 187. Calvin Klein Latest Developments

Table 188. Columbia Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 189. Columbia Sports Fitness Bra Product Portfolios and Specifications

Table 190. Columbia Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 191. Columbia Main Business

Table 192. Columbia Latest Developments

Table 193. Ubras Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 194. Ubras Sports Fitness Bra Product Portfolios and Specifications

Table 195. Ubras Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 196. Ubras Main Business

Table 197. Ubras Latest Developments

Table 198. Aimer Basic Information, Sports Fitness Bra Manufacturing Base, Sales Area and Its Competitors

Table 199. Aimer Sports Fitness Bra Product Portfolios and Specifications

Table 200. Aimer Sports Fitness Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 201. Aimer Main Business

Table 202. Aimer Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Sports Fitness Bra
- Figure 2. Sports Fitness Bra Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Sports Fitness Bra Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Sports Fitness Bra Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Sports Fitness Bra Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Sports Fitness Bra Sales Market Share by Country/Region (2025)
- Figure 10. Sports Fitness Bra Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Light Support
- Figure 12. Product Picture of Medium Support
- Figure 13. Product Picture of High Support
- Figure 14. Global Sports Fitness Bra Sales Market Share by Type in 2026
- Figure 15. Global Sports Fitness Bra Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Racerback Sports Bra
- Figure 17. Product Picture of Cross-back Sports Bra
- Figure 18. Product Picture of Others
- Figure 19. Global Sports Fitness Bra Sales Market Share by Design in 2026
- Figure 20. Global Sports Fitness Bra Revenue Market Share by Design (2021-2026)
- Figure 21. Product Picture of Stitched Type
- Figure 22. Product Picture of Seamless Type
- Figure 23. Global Sports Fitness Bra Sales Market Share by Manufacturing Process in 2026
- Figure 24. Global Sports Fitness Bra Revenue Market Share by Manufacturing Process (2021-2026)
- Figure 25. Sports Fitness Bra Consumed in Online Sales
- Figure 26. Global Sports Fitness Bra Market: Online Sales (2021-2026) & (K Units)
- Figure 27. Sports Fitness Bra Consumed in Offline Sales
- Figure 28. Global Sports Fitness Bra Market: Offline Sales (2021-2026) & (K Units)
- Figure 29. Global Sports Fitness Bra Sale Market Share by Application (2025)
- Figure 30. Global Sports Fitness Bra Revenue Market Share by Application in 2025
- Figure 31. Sports Fitness Bra Sales by Company in 2025 (K Units)

- Figure 32. Global Sports Fitness Bra Sales Market Share by Company in 2025
- Figure 33. Sports Fitness Bra Revenue by Company in 2025 (\$ millions)
- Figure 34. Global Sports Fitness Bra Revenue Market Share by Company in 2025
- Figure 35. Global Sports Fitness Bra Sales Market Share by Geographic Region (2021-2026)
- Figure 36. Global Sports Fitness Bra Revenue Market Share by Geographic Region in 2025
- Figure 37. Americas Sports Fitness Bra Sales 2021-2026 (K Units)
- Figure 38. Americas Sports Fitness Bra Revenue 2021-2026 (\$ millions)
- Figure 39. APAC Sports Fitness Bra Sales 2021-2026 (K Units)
- Figure 40. APAC Sports Fitness Bra Revenue 2021-2026 (\$ millions)
- Figure 41. Europe Sports Fitness Bra Sales 2021-2026 (K Units)
- Figure 42. Europe Sports Fitness Bra Revenue 2021-2026 (\$ millions)
- Figure 43. Middle East & Africa Sports Fitness Bra Sales 2021-2026 (K Units)
- Figure 44. Middle East & Africa Sports Fitness Bra Revenue 2021-2026 (\$ millions)
- Figure 45. Americas Sports Fitness Bra Sales Market Share by Country in 2025
- Figure 46. Americas Sports Fitness Bra Revenue Market Share by Country (2021-2026)
- Figure 47. Americas Sports Fitness Bra Sales Market Share by Type (2021-2026)
- Figure 48. Americas Sports Fitness Bra Sales Market Share by Application (2021-2026)
- Figure 49. United States Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 50. Canada Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 51. Mexico Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 52. Brazil Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 53. APAC Sports Fitness Bra Sales Market Share by Region in 2025
- Figure 54. APAC Sports Fitness Bra Revenue Market Share by Region (2021-2026)
- Figure 55. APAC Sports Fitness Bra Sales Market Share by Type (2021-2026)
- Figure 56. APAC Sports Fitness Bra Sales Market Share by Application (2021-2026)
- Figure 57. China Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 58. Japan Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 59. South Korea Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 60. Southeast Asia Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 61. India Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 62. Australia Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 63. China Taiwan Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 64. Europe Sports Fitness Bra Sales Market Share by Country in 2025
- Figure 65. Europe Sports Fitness Bra Revenue Market Share by Country (2021-2026)
- Figure 66. Europe Sports Fitness Bra Sales Market Share by Type (2021-2026)
- Figure 67. Europe Sports Fitness Bra Sales Market Share by Application (2021-2026)
- Figure 68. Germany Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)

- Figure 69. France Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 70. UK Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 71. Italy Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 72. Russia Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 73. Middle East & Africa Sports Fitness Bra Sales Market Share by Country (2021-2026)
- Figure 74. Middle East & Africa Sports Fitness Bra Sales Market Share by Type (2021-2026)
- Figure 75. Middle East & Africa Sports Fitness Bra Sales Market Share by Application (2021-2026)
- Figure 76. Egypt Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 77. South Africa Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 78. Israel Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 79. Turkey Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 80. GCC Countries Sports Fitness Bra Revenue Growth 2021-2026 (\$ millions)
- Figure 81. Manufacturing Cost Structure Analysis of Sports Fitness Bra in 2026
- Figure 82. Manufacturing Process Analysis of Sports Fitness Bra
- Figure 83. Industry Chain Structure of Sports Fitness Bra
- Figure 84. Channels of Distribution
- Figure 85. Global Sports Fitness Bra Sales Market Forecast by Region (2027-2032)
- Figure 86. Global Sports Fitness Bra Revenue Market Share Forecast by Region (2027-2032)
- Figure 87. Global Sports Fitness Bra Sales Market Share Forecast by Type (2027-2032)
- Figure 88. Global Sports Fitness Bra Revenue Market Share Forecast by Type (2027-2032)
- Figure 89. Global Sports Fitness Bra Sales Market Share Forecast by Application (2027-2032)
- Figure 90. Global Sports Fitness Bra Revenue Market Share Forecast by Application (2027-2032)

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