

Sustainable Athleisure Market Report: Trends, Forecast and Competitive Analysis to 2031

<https://marketpublishers.com/r/S58D0E6B4B3CEN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: S58D0E6B4B3CEN

Abstracts

2 – 3 business days after placing order

Sustainable Athleisure Trends and Forecast

The future of the global sustainable athleisure market looks promising with opportunities in the offline and online markets. The global sustainable athleisure market is expected to grow with a CAGR of 4.8% from 2025 to 2031. The major drivers for this market are the increasing trend toward comfortable yet stylish clothing options, the rising focus on creating high-performance fabrics, and the growing concern about personal grooming among millennials.

Lucintel forecasts that, within the type category, mass products are expected to witness the highest growth over the forecast period.

Within the distribution channel category, offline channels will remain a larger segment.

In terms of regions, North America will remain the largest region over the forecast period.

Gain valuable insights for your business decisions with our comprehensive 150+ page report.

Emerging Trends in the Sustainable Athleisure Market

The sustainable athleisure market is evolving with several key trends shaping its future. These trends reflect broader consumer preferences for environmental responsibility and innovation in the fashion industry.

Use of Recycled Materials: Increasingly, athleisure brands are using recycled materials, such as recycled polyester and nylon, to reduce waste and lower the environmental impact of production. This trend helps to address concerns about resource depletion and promotes a circular economy in the fashion industry.

Eco-Friendly Manufacturing Practices: Manufacturers are adopting more sustainable production methods, including energy-efficient technologies and water-saving processes. These practices minimize the environmental footprint of athleisure production and appeal to eco-conscious consumers.

Transparent Supply Chains: Transparency in supply chains is becoming a significant trend, with brands providing detailed information about their sourcing, production, and labor practices. This transparency helps build consumer trust and supports ethical and sustainable business practices.

Innovations in Sustainable Fabrics: The development of new, sustainable fabrics, such as those made from bamboo, hemp, and organic cotton, is gaining traction. These materials offer eco-friendly alternatives to traditional fabrics and contribute to the overall sustainability of athleisure products.

Circular Fashion Initiatives: Circular fashion initiatives, such as take-back schemes and garment recycling programs, are being increasingly implemented. These programs aim to extend the lifecycle of athleisure products and reduce textile waste, aligning with the principles of a circular economy.

These emerging trends are transforming the sustainable athleisure market by driving innovation and addressing environmental concerns. The focus on recycled materials, eco-friendly manufacturing, and transparent supply chains is meeting consumer demands for sustainability, while circular fashion initiatives are promoting responsible consumption and production.

Recent Developments in the Sustainable Athleisure Market

The sustainable athleisure market has seen several significant developments recently. These advancements reflect the industry's growing focus on environmental responsibility and innovation, driving changes in product offerings and market dynamics.

Adoption of Recycled Fabrics: Many athleisure brands are now incorporating recycled fabrics into their product lines. This shift helps reduce the reliance on virgin materials and lowers the overall environmental impact of production.

Brands are utilizing recycled polyester, nylon, and other materials to create high-performance and eco-friendly products.

Implementation of Eco-Friendly Manufacturing Processes: Advances in manufacturing processes are making production more sustainable. Techniques such as waterless dyeing and energy-efficient machinery are being adopted to minimize environmental impact. These practices reduce resource consumption and emissions, aligning with the growing emphasis on sustainability.

Expansion of Circular Fashion Programs: Companies are increasingly launching circular fashion programs that focus on recycling and reusing materials. Initiatives include take-back schemes where customers return old garments for recycling or refurbishing, promoting a closed-loop system, and reducing waste in the fashion industry.

Growth in Sustainable Material Innovations: Innovations in sustainable materials are advancing, with new options such as biodegradable fabrics and plant-based fibers becoming more prevalent. These materials offer alternatives to conventional textiles and contribute to reducing the environmental footprint of athleisure products.

Enhanced Transparency and Certifications: Brands are enhancing transparency in their supply chains and obtaining certifications for their sustainable practices. Certifications such as Global Organic Textile Standard (GOTS) and OEKO-TEX are being used to verify the environmental and ethical claims of athleisure products, building consumer trust.

These developments are driving growth and innovation in the sustainable athleisure market. The shift towards recycled materials, eco-friendly manufacturing, and circular fashion programs reflects the industry's commitment to sustainability. Enhanced transparency and material innovations further support the market's evolution towards more responsible and environmentally friendly practices.

Strategic Growth Opportunities for Sustainable Athleisure Market

The sustainable athleisure market presents several strategic growth opportunities across key applications. Leveraging these opportunities can enhance market reach and meet the increasing consumer demand for eco-friendly products.

Expansion into Emerging Markets: Growing interest in sustainable products in

emerging markets, such as Southeast Asia and Latin America, offers significant growth potential. Expanding into these regions can capture new consumer segments and drive market expansion.

Development of New Sustainable Materials: Investing in research and development of innovative sustainable materials, such as bio-fabricated and low-impact fabrics, can differentiate brands and meet evolving consumer preferences. This focus on material innovation supports the creation of high-performance, eco-friendly athleisure products.

Integration of Technology for Enhanced Sustainability: Incorporating technology, such as blockchain for supply chain transparency and AI for optimizing production processes, presents growth opportunities. These technologies can improve traceability, reduce waste, and enhance overall sustainability in athleisure production.

Expansion of Direct-to-Consumer Channels: Growing direct-to-consumer (DTC) channels through e-commerce platforms allows brands to connect directly with consumers. This approach can enhance customer engagement, offer personalized experiences, and drive sales of sustainable athleisure products.

Collaboration with Sustainable Influencers and Ambassadors: Partnering with influencers and ambassadors who advocate for sustainability can enhance brand visibility and credibility. These collaborations can help promote sustainable athleisure products to a broader audience and align the brand with environmental values.

These strategic growth opportunities are shaping the future of the sustainable athleisure market by addressing emerging consumer needs and driving innovation. Expanding into new markets, developing sustainable materials, integrating technology, and leveraging direct-to-consumer channels can enhance market presence and support the growth of eco-friendly athleisure products.

Sustainable Athleisure Market Driver and Challenges

The sustainable athleisure market is influenced by various drivers and challenges that affect its growth and development. Understanding these factors is crucial for navigating the market and capitalizing on opportunities.

The factors responsible for driving the sustainable athleisure market include:

1. **Rising Consumer Demand for Sustainability:** Growing awareness and concern about

environmental issues are driving consumer demand for sustainable products. Athleisure brands are responding by offering eco-friendly options that align with consumers' values and preferences for responsible consumption.

2. **Technological Advancements in Materials:** Innovations in sustainable materials and manufacturing processes are enhancing product performance and reducing environmental impact. Advances such as recycled fabrics and low-impact dyes are driving the development of high-quality, eco-friendly athleisure products.

3. **Supportive Regulatory Environment:** Governments and regulatory bodies are implementing policies and incentives that promote sustainability in the fashion industry. Supportive regulations encourage brands to adopt environmentally friendly practices and contribute to the overall growth of the sustainable athleisure market.

4. **Increased Focus on Brand Transparency:** Consumers are increasingly seeking transparency in the brands they support. Athleisure brands that provide detailed information about their supply chains, sourcing, and production practices are gaining consumer trust and driving growth in the market.

5. **Growth of the Circular Economy:** The rise of the circular economy, which emphasizes recycling and reusing materials, is driving innovations in sustainable athleisure. Brands are implementing circular fashion practices, such as take-back schemes and garment recycling, to reduce waste and extend product lifecycles.

Challenges in the sustainable athleisure market are:

1. **Higher Production Costs:** Sustainable materials and eco-friendly manufacturing processes often come with higher production costs. These increased costs can impact pricing and profitability, making it challenging for brands to balance sustainability with affordability.

2. **Supply Chain Complexity:** Ensuring sustainability throughout the supply chain can be complex and resource-intensive. Brands must navigate challenges related to sourcing, production, and logistics to maintain sustainable practices and meet consumer expectations.

3. **Limited Consumer Awareness:** Despite growing interest in sustainability, some consumers may still lack awareness of the benefits of sustainable athleisure. Educating consumers and promoting the value of eco-friendly products is essential for driving market growth and adoption.

The drivers and challenges impacting the sustainable athleisure market reflect a dynamic and evolving industry. Rising consumer demand, technological advancements, and supportive regulations are driving growth, while higher production costs, supply chain complexity, and limited consumer awareness present challenges. Addressing these factors effectively is crucial for success in the sustainable athleisure market.

List of Sustainable Athleisure Companies

Companies in the market compete on the basis of product quality offered. Major players

in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies sustainable athleisure companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the sustainable athleisure companies profiled in this report include-

Vuori

PANGAIA

Outerknown

ABLE

Hanesbrands Inc.

EILEEN FISHER

Patagonia

Sustainable Athleisure by Segment

The study includes a forecast for the global sustainable athleisure market by type, product, gender, distribution channel, and region.

Sustainable Athleisure Market by Type [Analysis by Value from 2019 to 2031]:

Mass

Premium

Sustainable Athleisure Market by Product [Analysis by Value from 2019 to 2031]:

Shirt

Yoga Pant

Leggings

Shorts

Others

Sustainable Athleisure Market by Gender [Analysis by Value from 2019 to 2031]:

Men

Women

Sustainable Athleisure Market by Distribution Channel [Analysis by Value from 2019 to 2031]:

Offline

Online

Sustainable Athleisure Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Sustainable Athleisure Market

The sustainable athleisure market is witnessing significant advancements as consumers increasingly prioritize eco-friendly products. This shift is driving innovation across the United States, China, Germany, India, and Japan. Key developments include improvements in material sourcing, manufacturing practices, and market accessibility, reflecting a growing commitment to sustainability in the athleisure sector.

United States: In the U.S., there has been a notable increase in the adoption of recycled and organic materials in athleisure wear. Major brands are investing in eco-friendly technologies and transparent supply chains. Companies are also focusing on reducing their carbon footprint and promoting circular fashion through take-back programs and upcycling initiatives.

China: China's sustainable athleisure market is expanding with a surge in local brands prioritizing eco-friendly practices. Innovations include the use of biodegradable fabrics and lower-impact dyes. Government regulations are also encouraging sustainable practices, with incentives for companies that implement green technologies and processes in their manufacturing.

Germany: Germany is leading the way in sustainable athleisure with a strong emphasis on high-quality, durable products. The market is seeing increased use of organic cotton and recycled polyester. German brands are also adopting rigorous environmental certifications and focusing on reducing waste through innovative design and production techniques.

India: In India, the sustainable athleisure market is emerging as consumers become more environmentally conscious. Brands are introducing products made from natural fibers and sustainable materials. The market is also experiencing growth in eco-friendly manufacturing practices, such as water and energy-efficient processes, driven by both consumer demand and regulatory pressures.

Japan: Japan's sustainable athleisure sector is characterized by a blend of traditional craftsmanship and modern eco-friendly materials. Innovations include the use of recycled ocean plastics and advanced fabric technologies. Japanese brands are also incorporating sustainable practices into their supply chains and promoting minimal waste through design and production.

Features of the Global Sustainable Athleisure Market

Market Size Estimates: Sustainable athleisure market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Sustainable athleisure market size by various segments, such as by type, product, gender, distribution channel, and region in terms of value (\$B).

Regional Analysis: Sustainable athleisure market breakdown by North America, Europe,

Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, products, genders, distribution channels, and regions for the sustainable athleisure market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the sustainable athleisure market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the sustainable athleisure market by type (mass and premium), product (shirt, yoga pant, leggings, shorts, and others), gender (men and women), distribution channel (offline and online), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL SUSTAINABLE ATHLEISURE MARKET : MARKET DYNAMICS

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2019 TO 2031

3.1. Macroeconomic Trends (2019-2024) and Forecast (2025-2031)

3.2. Global Sustainable Athleisure Market Trends (2019-2024) and Forecast (2025-2031)

3.3: Global Sustainable Athleisure Market by Type

3.3.1: Mass

3.3.2: Premium

3.4: Global Sustainable Athleisure Market by Product

3.4.1: Shirt

3.4.2: Yoga Pant

3.4.3: Leggings

3.4.4: Shorts

3.4.5: Others

3.5: Global Sustainable Athleisure Market by Gender

3.5.1: Men

3.5.2: Women

3.6: Global Sustainable Athleisure Market by Distribution Channel

3.6.1: Offline

3.6.2: Online

4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2019 TO 2031

4.1: Global Sustainable Athleisure Market by Region

4.2: North American Sustainable Athleisure Market

4.2.1: North American Market by Type: Mass and Premium

4.2.2: North American Market by Distribution Channel: Offline and Online

4.3: European Sustainable Athleisure Market

- 4.3.1: European Market by Type: Mass and Premium
- 4.3.2: European Market by Distribution Channel: Offline and Online
- 4.4: APAC Sustainable Athleisure Market
 - 4.4.1: APAC Market by Type: Mass and Premium
 - 4.4.2: APAC Market by Distribution Channel: Offline and Online
- 4.5: ROW Sustainable Athleisure Market
 - 4.5.1: ROW Market by Type: Mass and Premium
 - 4.5.2: ROW Market by Distribution Channel: Offline and Online

5. COMPETITOR ANALYSIS

- 5.1: Product Portfolio Analysis
- 5.2: Operational Integration
- 5.3: Porter's Five Forces Analysis

6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS

- 6.1: Growth Opportunity Analysis
 - 6.1.1: Growth Opportunities for the Global Sustainable Athleisure Market by Type
 - 6.1.2: Growth Opportunities for the Global Sustainable Athleisure Market by Product
 - 6.1.3: Growth Opportunities for the Global Sustainable Athleisure Market by Gender
 - 6.1.4: Growth Opportunities for the Global Sustainable Athleisure Market by Distribution Channel
 - 6.1.5: Growth Opportunities for the Global Sustainable Athleisure Market by Region
- 6.2: Emerging Trends in the Global Sustainable Athleisure Market
- 6.3: Strategic Analysis
 - 6.3.1: New Product Development
 - 6.3.2: Capacity Expansion of the Global Sustainable Athleisure Market
 - 6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Sustainable Athleisure Market
 - 6.3.4: Certification and Licensing

7. COMPANY PROFILES OF LEADING PLAYERS

- 7.1: Vuori
- 7.2: PANGAIA
- 7.3: Outerknown
- 7.4: ABLE
- 7.5: Hanesbrands Inc.

7.6: EILEEN FISHER

7.7: Patagonia

I would like to order

Product name: Sustainable Athleisure Market Report: Trends, Forecast and Competitive Analysis to 2031

Product link: <https://marketpublishers.com/r/S58D0E6B4B3CEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S58D0E6B4B3CEN.html>