

Asia Pacific Golf Apparel Market Size, Share, Trends & Analysis by Product Type (Shirts, Bottoms, Outerwear, Accessories), by End User (Men, Women, Kids), by Distribution Channel (Offline, Online) and Region, with Forecasts from 2025 to 2034.

<https://marketpublishers.com/r/A063112E3121EN.html>

Date: July 2025

Pages: 193

Price: US\$ 3,575.00 (Single User License)

ID: A063112E3121EN

Abstracts

Market Overview

The Asia Pacific Golf Apparel Market is anticipated to witness steady growth from 2025 to 2034, driven by rising disposable income, the increasing popularity of golf as a recreational and professional sport, and growing awareness of sports fashion. With golf gaining traction in countries such as Japan, South Korea, China, Australia, and India, there is an expanding consumer base demanding stylish, functional, and performance-oriented golf apparel. The market was valued at USD XX.XX billion in 2025 and is projected to grow at a CAGR of XX.XX%, reaching USD XX.XX billion by 2034.

Definition and Scope of Golf Apparel

Golf apparel includes clothing and accessories specifically designed for the sport, combining aesthetic appeal, comfort, and functional performance. It encompasses shirts, trousers, skirts, jackets, hats, gloves, and socks tailored for golf. The Asia Pacific market covers a wide demographic across men, women, and children, distributed through both offline retail (sports stores, pro shops, department stores) and online platforms. The market reflects trends in sportswear innovation, regional preferences, and evolving consumer lifestyles.

Market Drivers

Growing Popularity of Golf in Asia Pacific: Countries like Japan and South Korea have established golf cultures, while China and India are witnessing a surge in interest due to new golf courses, celebrity endorsements, and corporate events.

Influence of Sports Fashion and Athleisure: The rising trend of combining functionality with fashion in daily wear has expanded the appeal of golf apparel beyond the greens, fueling demand across urban and semi-urban markets.

Expansion of Middle-Class Population and Lifestyle Spending: Increasing disposable incomes, especially in China, India, and Southeast Asia, are driving premium lifestyle and leisure purchases, including branded golf clothing.

Growth of Women and Youth Golf Participation: More women and young players are entering the sport, encouraging brands to diversify their product offerings and marketing campaigns to cater to these emerging consumer segments.

Market Restraints

High Cost of Premium Golf Apparel: Branded golf clothing can be expensive, limiting access for price-sensitive customers, particularly in developing economies.

Seasonal and Weather-dependent Demand: Golf remains a seasonal sport in many parts of Asia, impacting the steady flow of demand throughout the year.

Limited Infrastructure and Access in Developing Nations: Despite growing interest, limited golf course availability and lack of grassroots-level promotion restrict the market potential in certain regions.

Opportunities

E-commerce Expansion and Brand Penetration: Rapid digital transformation and smartphone penetration across Asia Pacific are enabling apparel brands to reach wider audiences through online platforms, especially in tier-2 and tier-3 cities.

Customization and Technological Innovation in Fabrics: Growing demand for

moisture-wicking, UV-protective, and stretchable fabrics opens avenues for innovation and product differentiation.

Sponsorships, Golf Events, and Celebrity Endorsements: Major golf events and endorsements from international and local celebrities are helping to boost interest in golf culture and associated apparel lines.

Sustainable and Eco-friendly Apparel Lines: Consumer demand for ethical and sustainable sportswear is encouraging companies to introduce environment-conscious golf apparel collections.

Market Segmentation Analysis

By Product Type

Shirts

Bottoms

Outerwear

Accessories

By End User

Men

Women

Kids

By Distribution Channel

Offline

Online

Regional Analysis

Japan: A mature and lucrative market for golf apparel, with high consumer spending on premium golf fashion and a well-established golfing culture.

South Korea: Strong golf enthusiasm and fashion-forward consumers drive demand for stylish, innovative golf clothing.

China: Rapid urbanization, rising incomes, and increased exposure to Western sports are propelling growth in golf and related apparel sales.

India: An emerging golf market with growing participation, especially in metro cities; supported by golf academies and corporate golf events.

Southeast Asia (Thailand, Malaysia, Indonesia): Growing tourism, sports infrastructure, and lifestyle aspirations are creating new opportunities for golf apparel brands.

Australia & New Zealand: Strong sports culture and established golf infrastructure support consistent demand across all demographics.

The Asia Pacific Golf Apparel Market is experiencing steady growth, driven by rising golf participation, increasing disposable income, and expanding golf tourism. Demand for stylish, functional, and weather-appropriate clothing is fueling market expansion. Urbanization, lifestyle changes, and the influence of international brands further contribute to the region's evolving golf apparel landscape.

Competitive Landscape

The Asia Pacific Golf Apparel Market is moderately consolidated, with a mix of global sportswear giants and regional brands competing through product innovation, strategic sponsorships, and expansion of distribution networks. Key players include:

Nike, Inc.

Adidas AG

Under Armour, Inc.

Callaway Golf Company

Puma SE

Mizuno Corporation

ASICS Corporation
Oakley, Inc. (a subsidiary of Luxottica)
Peter Millar
FootJoy (Acushnet Holdings Corp.)

Contents

1. INTRODUCTION

- 1.1. Definition and Scope of Golf Apparel
- 1.2. Objectives of the Report
- 1.3. Research Methodology
- 1.4. Assumptions and Limitations

2. EXECUTIVE SUMMARY

- 2.1. Key Market Highlights
- 2.2. Market Snapshot
- 2.3. Overview by Product Type, End User, and Distribution Channel
- 2.4. Analyst Recommendations

3. MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rising Popularity of Golf in Asia Pacific
 - 3.1.2. Growing Awareness of Sports Fashion and Lifestyle
 - 3.1.3. Expansion of Golf Tourism and Infrastructure
 - 3.1.4. Other Drivers
- 3.2. Market Restraints
 - 3.2.1. High Cost of Branded Apparel
 - 3.2.2. Seasonal Demand and Weather Dependencies
 - 3.2.3. Other Restraints
- 3.3. Market Opportunities
 - 3.3.1. Growth of E-commerce Platforms in Asia Pacific
 - 3.3.2. Customization and Personalization Trends
 - 3.3.3. Endorsements and Sponsorship by Professional Golfers
 - 3.3.4. Other Opportunities
- 3.4. Market Challenges
 - 3.4.1. Counterfeit Products and Brand Imitation
 - 3.4.2. Fluctuations in Raw Material Prices
 - 3.4.3. Supply Chain Disruptions

4. ASIA PACIFIC GOLF APPAREL MARKET ANALYSIS

- 4.1. Market Size and Forecast (2025–2034)
- 4.2. Market Share Analysis by:
 - 4.2.1. Product Type
 - 4.2.1.1. Shirts
 - 4.2.1.2. Bottoms
 - 4.2.1.3. Outerwear
 - 4.2.1.4. Accessories
 - 4.2.2. End User
 - 4.2.2.1. Men
 - 4.2.2.2. Women
 - 4.2.2.3. Kids
 - 4.2.3. Distribution Channel
 - 4.2.3.1. Offline
 - 4.2.3.2. Online
- 4.3. Fashion Trends and Innovations in Golf Apparel
- 4.4. Cost Structure and Value Chain Analysis
- 4.5. Regulatory and Import/Export Framework
- 4.6. SWOT Analysis
- 4.7. Porter's Five Forces Analysis

5. REGIONAL MARKET ANALYSIS (ASIA PACIFIC)

- 5.1. China
 - 5.1.1. Market Overview and Size
 - 5.1.2. Key Trends and Developments
 - 5.1.3. Competitive Landscape
- 5.2. Japan
 - 5.2.1. Market Overview and Size
 - 5.2.2. Key Trends and Developments
 - 5.2.3. Competitive Landscape
- 5.3. South Korea
 - 5.3.1. Market Overview and Size
 - 5.3.2. Key Trends and Developments
 - 5.3.3. Competitive Landscape
- 5.4. India
 - 5.4.1. Market Overview and Size
 - 5.4.2. Key Trends and Developments
 - 5.4.3. Competitive Landscape
- 5.5. Southeast Asia (Indonesia, Thailand, Malaysia, Vietnam, etc.)

- 5.5.1. Market Overview and Size
- 5.5.2. Key Trends and Developments
- 5.5.3. Competitive Landscape
- 5.6. Rest of Asia Pacific

6. COMPETITIVE LANDSCAPE

- 6.1. Market Share Analysis of Leading Brands
- 6.2. Company Profiles
 - 6.2.1. Nike, Inc.
 - 6.2.2. Adidas AG
 - 6.2.3. Under Armour, Inc.
 - 6.2.4. Puma SE
 - 6.2.5. Callaway Golf Company
 - 6.2.6. FootJoy (Acushnet Holdings Corp.)
 - 6.2.7. Mizuno Corporation
 - 6.2.8. Peter Millar
 - 6.2.9. Lululemon Athletica
 - 6.2.10. Local/Regional Brands
- 6.3. Strategic Initiatives and Brand Collaborations
- 6.4. Marketing Strategies and Celebrity Endorsements

7. FUTURE OUTLOOK AND MARKET FORECAST

- 7.1. Investment Opportunities and Market Expansion (2025–2034)
- 7.2. Growing Demand for Sustainable and Eco-Friendly Apparel
- 7.3. Integration of Smart Fabrics and Wearable Tech
- 7.4. Strategic Recommendations for Stakeholders

8. KEY INSIGHTS AND SUMMARY OF FINDINGS

9. FUTURE PROSPECTS FOR THE ASIA PACIFIC GOLF APPAREL MARKET

List Of Tables

LIST OF TABLES

Table 1: Asia Pacific Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 2: Asia Pacific Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 3: Asia Pacific Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 4: Asia Pacific Golf Apparel Market, By Country, 2025–2034 (USD Million)

Table 5: China Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 6: China Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 7: China Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 8: Japan Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 9: Japan Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 10: Japan Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 11: India Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 12: India Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 13: India Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 14: South Korea Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 15: South Korea Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 16: South Korea Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 17: Australia Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 18: Australia Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 19: Australia Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 20: Rest of Asia Pacific Golf Apparel Market, By Product Type, 2025–2034 (USD Million)

Table 21: Rest of Asia Pacific Golf Apparel Market, By End User, 2025–2034 (USD Million)

Table 22: Rest of Asia Pacific Golf Apparel Market, By Distribution Channel, 2025–2034 (USD Million)

Table 23: Asia Pacific Golf Apparel Market, Strategic Developments, 2025–2034

Table 24: Asia Pacific Golf Apparel Market, Mergers & Acquisitions, 2025–2034

Table 25: Asia Pacific Golf Apparel Market, New Product Launches, 2025–2034

Table 26: Asia Pacific Golf Apparel Market, Collaborations & Partnerships, 2025–2034

Table 27: Asia Pacific Golf Apparel Market, Investment Trends, 2025–2034

Table 28: Asia Pacific Golf Apparel Market, Regulatory Landscape, 2025–2034

Table 29: Asia Pacific Golf Apparel Market, Technological Advancements, 2025–2034

Table 30: Asia Pacific Golf Apparel Market, Competitive Landscape, 2025–2034

List Of Figures

LIST OF FIGURES

- Figure 1: Asia Pacific Golf Apparel Market: Market Segmentation
- Figure 2: Asia Pacific Golf Apparel Market: Research Methodology
- Figure 3: Top-Down Approach
- Figure 4: Bottom-Up Approach
- Figure 5: Data Triangulation and Validation
- Figure 6: Asia Pacific Golf Apparel Market: Drivers, Restraints, Opportunities, and Challenges
- Figure 7: Asia Pacific Golf Apparel Market: Porter's Five Forces Analysis
- Figure 8: Asia Pacific Golf Apparel Market: Value Chain Analysis
- Figure 9: Asia Pacific Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 10: Asia Pacific Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 11: Asia Pacific Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 12: Asia Pacific Golf Apparel Market Share Analysis, By Country, 2025–2034
- Figure 13: China Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 14: China Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 15: China Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 16: Japan Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 17: Japan Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 18: Japan Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 19: India Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 20: India Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 21: India Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 22: South Korea Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 23: South Korea Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 24: South Korea Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 25: Southeast Asia Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 26: Southeast Asia Golf Apparel Market Share Analysis, By End User, 2025–2034

Figure 27: Southeast Asia Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034

Figure 28: Asia Pacific Golf Apparel Market: Competitive Benchmarking

Figure 29: Asia Pacific Golf Apparel Market: Vendor Share Analysis, 2025–2034

Figure 30: Asia Pacific Golf Apparel Market: Key Player Strategies

Figure 31: Asia Pacific Golf Apparel Market: Recent Developments and Innovations

Figure 32: Asia Pacific Golf Apparel Market: Partnerships, Collaborations, and Expansions

Figure 33: Asia Pacific Golf Apparel Market: Mergers and Acquisitions

Figure 34: Asia Pacific Golf Apparel Market: SWOT Analysis of Key Players

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