

# North America 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.

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## Abstracts

### Market Overview

The North America Golf Apparel Market is poised for steady growth from 2025 to 2034, driven by a resurgence in golf participation, rising health awareness, and the growing influence of athleisure fashion trends. Golf apparel—spanning shirts, bottoms, outerwear, and accessories—has evolved beyond the fairway, becoming an essential part of everyday and activewear wardrobes. Valued at USD XX.XX billion in 2025, the market is projected to reach USD XX.XX billion by 2034, expanding at a CAGR of XX.XX% during the forecast period.

### Definition and Scope of Golf Apparel

Golf Apparel refers to clothing and accessories specifically designed to enhance performance, comfort, and style for golfers. This includes moisture-wicking shirts, flexible trousers or shorts, weather-resistant outerwear, and accessories such as gloves, hats, and belts. The market encompasses a wide range of gender-specific and age-appropriate offerings, tailored to men, women, and kids. With growing emphasis on style, performance, and sustainability, brands are introducing eco-friendly materials, high-performance fabrics, and fashionable designs to appeal to both core golfers and lifestyle consumers.

### Market Drivers

**Increasing Golf Participation and Lifestyle Influence:** Golf is experiencing renewed popularity in North America, supported by efforts to make the sport more inclusive and accessible. Additionally, golf-inspired fashion is gaining mainstream appeal, especially among younger consumers.

**Rise of Athleisure and Functional Fashion:** Consumers are seeking apparel that blends style and performance. Golf apparel's crossover appeal, particularly shirts and outerwear, is aligning well with this trend, boosting its market presence beyond golf courses.

**Growing Female and Junior Golfer Base:** Targeted initiatives by golf organizations and brands to engage women and children are expanding the market's end-user base, leading to higher demand across diverse product categories.

**Technological Innovations in Fabric:** The adoption of performance-enhancing technologies such as UV protection, moisture management, and stretchable, breathable fabrics is fueling premiumization in the golf apparel segment.

## **Market Restraints**

**High Product Costs:** Premium golf apparel often comes at a higher price point due to brand positioning and advanced materials, which may limit penetration among price-sensitive consumers.

**Seasonal Nature of the Sport:** Golf remains a seasonal sport in many parts of North America, which can restrict apparel sales during off-peak months, especially for outdoor-specific outerwear.

**Changing Fashion Trends:** While golf fashion is gaining popularity, it still competes with fast-changing fashion preferences and evolving athletic wear categories, requiring continuous innovation.

## **Opportunities**

**Expansion into Lifestyle and Leisure Segments:** Brands are increasingly designing golf apparel that doubles as casual or athleisure wear, allowing for

cross-segment appeal and higher consumer retention.

**E-commerce and Digital Customization:** Online retail channels are enabling wider product reach and offering personalized golf fashion experiences. Virtual fitting rooms and custom designs can further drive online growth.

**Sustainable and Eco-friendly Offerings:** With rising environmental awareness, there is a growing market for golf apparel made from recycled or biodegradable materials, providing differentiation and appeal to conscious consumers.

**Collaborations and Celebrity Endorsements:** Strategic partnerships with professional golfers, influencers, and fashion designers can boost brand visibility and consumer engagement.

## Market Segmentation Analysis

### By Product Type

Shirts

Bottoms

Outerwear

Accessories

### By End User

Men

Women

Kids

### By Distribution Channel

Offline (Retail Stores, Pro Shops, Sports Stores)

## Online (Brand Websites, E-commerce Platforms)

### Regional Outlook

**United States:** The largest market for golf apparel, driven by a well-established golfing culture, a high number of courses, strong brand presence, and affluent consumer base.

**Canada:** A growing market with increasing female participation and focus on outdoor sports apparel. Seasonal demand spikes in spring and summer are key contributors to annual sales.

**Mexico:** An emerging golf market, with rising luxury and leisure consumption creating new demand avenues, especially in tourist and resort-centric golf communities.

The North America Golf Apparel Market is experiencing steady growth, driven by increasing golf participation, rising disposable incomes, and a growing preference for stylish, performance-oriented clothing. Technological innovations in fabric and design, along with expanding female and youth demographics, are further boosting demand across the region's retail and e-commerce channels.

### Competitive Landscape

The North America Golf Apparel Market is highly competitive, featuring both established sportswear giants and niche golf-specific brands. Key players in the market include:

Nike, Inc.

Adidas AG

Under Armour, Inc.

Puma SE

Callaway Golf Company

Acushnet Holdings Corp. (Titleist, FootJoy)

Ralph Lauren Corporation

Lululemon Athletica Inc.

TravisMathew, LLC

Peter Millar (Richemont Group)

## 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 Channel
- 2.4. Analyst Recommendations

### 3. MARKET DYNAMICS

- 3.1. Market Drivers
  - 3.1.1. Rising Popularity of Golf in North America
  - 3.1.2. Increased Participation by Women and Youth
  - 3.1.3. Growing Demand for High-Performance and Sustainable Apparel
- 3.2. Market Restraints
  - 3.2.1. High Price of Branded Golf Apparel
  - 3.2.2. Seasonal and Weather Dependence
- 3.3. Market Opportunities
  - 3.3.1. Growth of Online Retail Channels
  - 3.3.2. Customization and Smart Clothing Trends
- 3.4. Market Challenges
  - 3.4.1. Market Saturation in Mature Regions
  - 3.4.2. Counterfeit Product Penetration

### 4. NORTH AMERICA 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. Material Innovations and Sustainability Trends
- 4.4. Pricing Analysis and Value Chain
- 4.5. Regulatory and Labeling Standards
- 4.6. SWOT Analysis
- 4.7. Porter's Five Forces Analysis

## **5. REGIONAL MARKET ANALYSIS**

- 5.1. United States
  - 5.1.1. Market Overview
  - 5.1.2. Market Size and Forecast
  - 5.1.3. Key Trends and Competitive Landscape
- 5.2. Canada
  - 5.2.1. Market Overview
  - 5.2.2. Market Size and Forecast
  - 5.2.3. Key Trends and Competitive Landscape
- 5.3. Mexico
  - 5.3.1. Market Overview
  - 5.3.2. Market Size and Forecast
  - 5.3.3. Key Trends and Competitive Landscape

## **6. COMPETITIVE LANDSCAPE**

- 6.1. Market Share 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. Acushnet Holdings Corp.

6.2.7. Lululemon Athletica Inc.

6.2.8. Ralph Lauren Corporation

6.2.9. The Gap, Inc.

6.2.10. Other Notable Players

6.3. Strategic Initiatives: Mergers, Partnerships, Product Launches

6.4. Focus on Innovation and Sustainable Practices

## **7. FUTURE OUTLOOK AND MARKET FORECAST**

7.1. Investment Opportunities (2025–2034)

7.2. Emerging Trends in Golf Fashion

7.3. Technological Integration in Apparel (e.g., smart fabrics)

7.4. Strategic Recommendations for Stakeholders

## **8. KEY INSIGHTS AND SUMMARY OF FINDINGS**

## **9. FUTURE PROSPECTS FOR THE NORTH AMERICA GOLF APPAREL MARKET**

## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 14: North America Golf Apparel Market, Key Strategic Developments, 2025–2034

Table 15: North America Golf Apparel Market, Mergers & Acquisitions, 2025–2034

Table 16: North America Golf Apparel Market, Product Launches & Innovations, 2025–2034

Table 17: North America Golf Apparel Market, Collaborations & Partnerships, 2025–2034

Table 18: North America Golf Apparel Market, Investment Trends, 2025–2034

Table 19: North America Golf Apparel Market, Regulatory Insights, 2025–2034

Table 20: North America Golf Apparel Market, Competitive Landscape, 2025–2034

## List Of Figures

### LIST OF FIGURES

- Figure 1: North America Golf Apparel Market: Market Segmentation
- Figure 2: North America Golf Apparel Market: Research Methodology
- Figure 3: Top-Down Approach
- Figure 4: Bottom-Up Approach
- Figure 5: Data Triangulation and Validation
- Figure 6: North America Golf Apparel Market: Drivers, Restraints, Opportunities, and Challenges
- Figure 7: North America Golf Apparel Market: Porter's Five Forces Analysis
- Figure 8: North America Golf Apparel Market: Value Chain Analysis
- Figure 9: North America Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 10: North America Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 11: North America Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 12: North America Golf Apparel Market Share Analysis, By Country, 2025–2034
- Figure 13: U.S. Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 14: U.S. Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 15: U.S. Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 16: Canada Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 17: Canada Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 18: Canada Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 19: Mexico Golf Apparel Market Share Analysis, By Product Type, 2025–2034
- Figure 20: Mexico Golf Apparel Market Share Analysis, By End User, 2025–2034
- Figure 21: Mexico Golf Apparel Market Share Analysis, By Distribution Channel, 2025–2034
- Figure 22: North America Golf Apparel Market: Competitive Benchmarking
- Figure 23: North America Golf Apparel Market: Vendor Share Analysis, 2025–2034
- Figure 24: North America Golf Apparel Market: Key Player Strategies
- Figure 25: North America Golf Apparel Market: Recent Developments and Innovations
- Figure 26: North America Golf Apparel Market: Partnerships, Collaborations, and Expansions
- Figure 27: North America Golf Apparel Market: Mergers and Acquisitions
- Figure 28: North America Golf Apparel Market: SWOT Analysis of Key Players

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