

Tracksuit Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Cotton, Fiber, Wool, Others), By End User (Men, Women, Kids), By Sales Channel (Hypermarkets/Supermarkets, Multi Branded Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Tracksuit Market is projected to expand from USD 12.17 Billion in 2025 to USD 19.43 Billion by 2031, reflecting a compound annual growth rate of 8.11%. This market consists of matching athletic ensembles comprising jackets and trousers, engineered for both physical exercise and leisure activities. Growth in this sector is largely fueled by a heightened consumer focus on health and wellness, alongside the seamless incorporation of comfortable sportswear into daily fashion. As noted by the World Federation of the Sporting Goods Industry in 2024, the global sporting goods industry maintained a 7 percent annual growth rate between 2021 and 2024, signaling robust foundational demand for functional apparel like tracksuits across various demographics.

However, significant obstacles to market expansion exist due to ongoing macroeconomic volatility and inflationary pressures. These economic conditions erode consumer disposable income, leading to more prudent spending on non-essential clothing. Additionally, manufacturers face mounting costs for logistics and production inputs, creating a challenging dynamic where they must carefully manage price increases to maintain consumer interest without sacrificing profitability in a competitive landscape.

Market Driver

The surging global popularity of athleisure and streetwear culture serves as a major driver, transforming tracksuits from purely athletic gear into versatile lifestyle essentials. This cultural evolution encourages consumers to buy coordinated sets that deliver both physical functionality and the aesthetic style necessary for social interaction. Consequently, sports fashion retailers have reported significant revenue gains as these outfits become wardrobe staples. For instance, JD Sports Fashion Plc reported in May 2024 that revenue reached ?10.5 billion for the period ending February 3, 2024, highlighting continued momentum in the sector. Similarly, Lululemon Athletica Inc. noted in its March 2024 Annual Report that fiscal 2023 net revenue rose by 19% to \$9.6 billion, demonstrating the high profitability of premium athleisure that prioritizes coordinated apparel.

Concurrently, increasing consumer preference for eco-friendly and sustainable materials is pushing manufacturers to overhaul their textile compositions and supply chains. To align with growing environmental awareness and regulatory requirements, companies are substituting virgin synthetics with organic cotton and recycled fibers. This shift necessitates balancing ecological duties with the durability needed for performance wear. As an example, Adidas AG stated in its March 2024 Annual Report that it achieved a milestone where 99% of the polyester utilized in its products was recycled. This figure highlights the industry's rapid move toward circularity, with major brands investing heavily in green technologies to ensure future market relevance amidst shifting consumer values.

Market Challenge

Ongoing macroeconomic instability and inflationary pressures constitute a major hurdle for the Global Tracksuit Market's growth. These adverse economic factors diminish real disposable income, forcing consumers to curb expenditure on discretionary products like matching athletic wear. As households prioritize essential items, the demand for tracksuits declines despite a continued interest in health and fitness. This trend places manufacturers in a difficult position, as they struggle to pass on escalating logistics and production costs to a customer base that is already financially squeezed.

The consequences of this economic stress are reflected in recent industrial performance data, which reveals a distinct drop in business confidence. According to the International Textile Manufacturers Federation in April 2025, 62 percent of survey respondents globally cited weak demand resulting from these market conditions as their primary concern. This statistic underscores a substantial slowdown in industry activity,

illustrating how economic volatility directly hampers the tracksuit sector's projected growth by suppressing consumer purchasing power and compressing manufacturer margins.

Market Trends

The market is being significantly shaped by a resurgence of vintage 80s and 90s retro aesthetics, with consumers increasingly favoring heritage designs that spark nostalgia. This trend marks a shift away from minimalist technical gear toward tracksuits characterized by oversized silhouettes, bold color-blocking, and conspicuous archival logos. Leading manufacturers are capitalizing on this movement by reinvigorating their legacy lines to attract style-conscious buyers who value authenticity over strict athletic performance. For example, Adidas AG reported in March 2024 that currency-neutral revenues for its heritage-centric Originals division grew at a mid-single-digit rate, highlighting it as a robust growth engine during a difficult economic period for the wider industry.

At the same time, the expansion of Direct-to-Consumer customization services is fundamentally altering distribution strategies within the sector. Brands are deliberately moving away from reliance on third-party wholesalers to interact directly with end customers, a strategy that improves margins and facilitates exclusive, personalized product launches. This vertical integration enables companies to manage their brand narrative and quickly adjust inventory to match specific consumer tastes. According to Puma SE's March 2024 Annual Report, currency-adjusted direct-to-consumer sales rose by 17.5 percent, emphasizing the financial effectiveness of focusing on owned channels to provide limited-edition apparel and tailored brand experiences.

Key Market Players

Adidas AG

H&M Hennes & Mauritz AB

Hanes Brands Inc.

Monte Carlo Fashions Ltd.

Wildcraft.

Jack & Jones

Under Armour, Inc

Puma Se

Nike, Inc.

ASICS Corporation

Report Scope

In this report, the Global Tracksuit Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Tracksuit Market, By Material

Cotton

Fiber

Wool

Others

Tracksuit Market, By End User

Men

Women

Kids

Tracksuit Market, By Sales Channel

Hypermarkets/Supermarkets

Multi Branded Stores

Online

Others

Tracksuit Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Tracksuit Market.

Available Customizations:

Global Tracksuit Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL TRACKSUIT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Material (Cotton, Fiber, Wool, Others)
 - 5.2.2. By End User (Men, Women, Kids)
 - 5.2.3. By Sales Channel (Hypermarkets/Supermarkets, Multi Branded Stores, Online, Others)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA TRACKSUIT MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Material
 - 6.2.2. By End User
 - 6.2.3. By Sales Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Tracksuit Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Material
 - 6.3.1.2.2. By End User
 - 6.3.1.2.3. By Sales Channel
 - 6.3.2. Canada Tracksuit Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Material
 - 6.3.2.2.2. By End User
 - 6.3.2.2.3. By Sales Channel
 - 6.3.3. Mexico Tracksuit Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Material
 - 6.3.3.2.2. By End User
 - 6.3.3.2.3. By Sales Channel

7. EUROPE TRACKSUIT MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Material
 - 7.2.2. By End User
 - 7.2.3. By Sales Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Tracksuit Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Material
 - 7.3.1.2.2. By End User
 - 7.3.1.2.3. By Sales Channel
 - 7.3.2. France Tracksuit Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Material
 - 7.3.2.2.2. By End User
 - 7.3.2.2.3. By Sales Channel
 - 7.3.3. United Kingdom Tracksuit Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Material
 - 7.3.3.2.2. By End User
 - 7.3.3.2.3. By Sales Channel
 - 7.3.4. Italy Tracksuit Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Material
 - 7.3.4.2.2. By End User
 - 7.3.4.2.3. By Sales Channel
 - 7.3.5. Spain Tracksuit Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Material
- 7.3.5.2.2. By End User
- 7.3.5.2.3. By Sales Channel

8. ASIA PACIFIC TRACKSUIT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Material
 - 8.2.2. By End User
 - 8.2.3. By Sales Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Tracksuit Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Material
 - 8.3.1.2.2. By End User
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. India Tracksuit Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Material
 - 8.3.2.2.2. By End User
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. Japan Tracksuit Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Material
 - 8.3.3.2.2. By End User
 - 8.3.3.2.3. By Sales Channel
 - 8.3.4. South Korea Tracksuit Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Material
- 8.3.4.2.2. By End User
- 8.3.4.2.3. By Sales Channel
- 8.3.5. Australia Tracksuit Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Material
 - 8.3.5.2.2. By End User
 - 8.3.5.2.3. By Sales Channel

9. MIDDLE EAST & AFRICA TRACKSUIT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Material
 - 9.2.2. By End User
 - 9.2.3. By Sales Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Tracksuit Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Material
 - 9.3.1.2.2. By End User
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. UAE Tracksuit Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Material
 - 9.3.2.2.2. By End User
 - 9.3.2.2.3. By Sales Channel
 - 9.3.3. South Africa Tracksuit Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Material
- 9.3.3.2.2. By End User
- 9.3.3.2.3. By Sales Channel

10. SOUTH AMERICA TRACKSUIT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Material
 - 10.2.2. By End User
 - 10.2.3. By Sales Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Tracksuit Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Material
 - 10.3.1.2.2. By End User
 - 10.3.1.2.3. By Sales Channel
 - 10.3.2. Colombia Tracksuit Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Material
 - 10.3.2.2.2. By End User
 - 10.3.2.2.3. By Sales Channel
 - 10.3.3. Argentina Tracksuit Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Material
 - 10.3.3.2.2. By End User
 - 10.3.3.2.3. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL TRACKSUIT MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Adidas AG

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. H&M Hennes & Mauritz AB

15.3. Hanes Brands Inc.

15.4. Monte Carlo Fashions Ltd.

15.5. Wildcraft.

15.6. Jack & Jones

15.7. Under Armour, Inc

15.8. Puma Se

15.9. Nike, Inc.

15.10. ASICS Corporation

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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