

# **Women's Sports & Swimwear Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material Type (Synthetic, Cotton, Polyester, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Multi Branded Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Women's Sports & Swimwear Market is projected to expand from USD 113.17 Billion in 2025 to USD 164.76 Billion by 2031, reflecting a compound annual growth rate of 6.46%. This sector is defined by the design, manufacturing, and retail of apparel and footwear specifically engineered for athletic performance, physical fitness routines, and competitive or recreational aquatic activities. The primary catalyst for this growth is a structural societal shift toward health and wellness, which has driven higher rates of female participation in organized sports and fitness. Furthermore, the widespread adoption of active lifestyles has generated a consistent demand for functional, performance-oriented clothing, establishing a necessity that transcends temporary fashion trends.

However, the market faces significant hurdles due to persistent economic volatility and inflationary pressures, which increase raw material costs and constrain consumer discretionary spending on non-essential goods. Data from the Sports and Fitness Industry Association indicates that in 2024, the athletic apparel sector grew by 3.2 percent to \$30.6 billion, while the swimwear category saw a 4.0 percent increase to \$2.2 billion. This financial landscape suggests that while demand remains resilient, the industry faces ongoing challenges regarding price sensitivity and production costs that could impede broader expansion.

## Market Driver

The substantial rise in global female participation in competitive sports, coupled with increasing viewership for women's leagues, is fundamentally reshaping the market landscape. This momentum affects both professional athletes and amateur enthusiasts, creating a need for specialized apparel that ensures regulatory compliance and durability. The commercial significance of this cultural shift is highlighted by the surging demand for licensed team gear and performance kits, prompting brands to diversify their product lines. For instance, Fanatics reported in their April 2024 'WNBA Draft Day Sales' analysis that collective merchandise sales spiked by 500 percent compared to the previous year, demonstrating how sports fandom drives retail consumption and encourages manufacturers to prioritize performance catalogs for this demographic.

Simultaneously, the mainstream integration of athleisure and hybrid lifestyle apparel has expanded the utility of sportswear beyond traditional training settings. Consumers now prioritize versatility, seeking garments like supportive tops and moisture-wicking leggings that function effectively in both physical activities and social environments. To remain competitive, manufacturers are merging technical capabilities with fashion-forward aesthetics. Financial results reflect this demand; Lululemon Athletica Inc. reported a 10 percent revenue increase to \$2.2 billion in its First Quarter Fiscal 2024 Results, while Dick's Sporting Goods saw net sales rise 6.2 percent to \$3.02 billion in May 2024, driven largely by robust activity in the apparel and footwear segments.

## Market Challenge

Economic volatility and inflationary pressures serve as primary obstacles hindering the growth of the women's sports and swimwear market. Unpredictable fluctuations in raw material and logistics costs frequently force manufacturers to increase pricing to preserve margins. This inflation in retail costs conflicts with reduced consumer discretionary income, leading shoppers to become increasingly price-sensitive. Consequently, the demand for specialized swimwear and high-performance athletic apparel is dampened, as potential customers prioritize essential expenses rather than updating their fitness wardrobes, effectively capping market potential during periods of financial instability.

The tangible impact of these macroeconomic headwinds is reflected in recent industry performance data. According to the Sports and Fitness Industry Association, the broader sporting goods industry achieved a growth rate of only 2.9 percent in 2024,

marking the slowest annual expansion recorded since the pandemic. This statistic underscores how persistent economic uncertainty and inflationary challenges have successfully decelerated the sector's momentum, preventing it from fully capitalizing on current health and wellness trends.

## **Market Trends**

The shift toward bio-based and recycled performance fabrics is fundamentally restructuring the women's sports and swimwear market as brands move away from virgin petrochemical fibers to satisfy growing consumer sustainability demands. This transition involves substituting conventional nylon and polyester with advanced circular materials sourced from renewable plant-based inputs and post-consumer plastic waste, thereby lowering the environmental footprint of activewear. Manufacturers are scaling these innovations to provide technical benefits, such as moisture management and durability, that rival traditional synthetics while meeting environmental targets. For example, Lululemon Athletica Inc. noted in its November 2025 '2024 Impact Report' that it exceeded sourcing goals, with 77 percent of its procured polyester being recycled, highlighting the rapid integration of circular fibers into premium collections.

Additionally, the expansion of the second-hand and circular resale market for activewear is becoming a dominant trend, driven by value-conscious consumers looking for high-quality performance gear at accessible prices. This movement has compelled major brands to introduce peer-to-peer exchange platforms and branded resale programs, extending the lifecycle of durable items like outerwear and leggings that maintain resale value. This circular model addresses textile waste while allowing aspirational customers to access premium labels, significantly shifting retail behaviors. According to ThredUp's March 2025 '2025 Resale Report', the U.S. secondhand apparel market grew by 14 percent in 2024, outpacing the general clothing sector and signaling a strong migration of spending toward pre-owned lifestyle and performance apparel.

## **Key Market Players**

Adidas AG

Fila Korea Corporation

Asics Corporation

Columbia Sportswear Company

Lululemon Athletica, Inc.

New Balance, Inc.

Under Armour, Inc.

Puma SE

Adidas AG

Nike, Inc.

## Report Scope

In this report, the Global Women's Sports & Swimwear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Women's Sports & Swimwear Market, By Material Type

Synthetic

Cotton

Polyester

Others

### Women's Sports & Swimwear Market, By Sales Channel

Supermarkets/Hypermarkets

Specialty Stores

Multi Branded Stores

Online

Others

## Women's Sports & Swimwear 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 Women's Sports & Swimwear Market.

### **Available Customizations:**

Global Women's Sports & Swimwear 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).

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