

Asia Pacific Sports Apparel Market, By Type (T-Shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Others), By End User (Men, Women, Kids), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Asia Pacific Sports Apparel Market was valued at USD 1.62 billion in 2024 and is projected to reach USD 2.34 billion by 2030, growing at a CAGR of 6.38% during the forecast period. The market is witnessing strong momentum, fueled by rising health consciousness, urbanization, and the increasing appeal of athleisure fashion. As more consumers adopt active lifestyles, demand is surging for stylish and functional sportswear across various demographics. E-commerce platforms are expanding brand reach, while countries such as China, India, and Japan continue to lead in terms of revenue and market penetration. China dominates the regional market, while India is rapidly emerging as a high-growth market, driven by its youthful population and expanding fitness culture. Leading global brands, along with regional players, are competing through innovation, technology-driven apparel, and local market engagement. Additionally, sustainability has become a priority, with a growing number of consumers gravitating toward eco-conscious apparel options.

Key Market Drivers

Rising Health and Fitness Awareness

A key driver propelling the Asia Pacific sports apparel market is the increasing focus on health and fitness. With growing incidences of lifestyle-related conditions such as obesity, diabetes, and heart disease, individuals are becoming more mindful of physical activity and wellness. This shift is translating into greater participation in activities like gym workouts, running, yoga, and team sports, thereby driving demand for high-performance athletic apparel.

Government initiatives, including India's "Fit India Movement" and China's "Healthy China 2030" campaign, are encouraging fitness-oriented lifestyles and increasing awareness of health benefits linked to regular exercise. Sportswear manufacturers are responding by introducing advanced apparel that enhances performance through sweat-wicking, stretchability, and breathability, catering to the growing fitness-conscious consumer base.

Key Market Challenges

Intense Market Competition and Price Pressure

The Asia Pacific sports apparel market faces intense competition from both global and regional players. International giants such as Nike, Adidas, and Puma are competing alongside domestic brands like Li-Ning, Anta, ASICS, and HRX, leading to saturated retail environments. This competitive pressure often results in aggressive pricing strategies, promotional discounts, and frequent product launches, especially in price-sensitive markets.

While premium consumers gravitate toward internationally recognized brands, a sizable portion of the population remains cost-conscious, prompting brands to offer affordable options without compromising on quality. However, these price-sensitive dynamics can compress profit margins and challenge long-term brand differentiation.

Key Market Trends

Surge in Athleisure and Everyday Activewear

A major trend redefining the Asia Pacific sports apparel market is the rapid adoption of athleisure—apparel that seamlessly combines sports functionality with everyday fashion. Consumers increasingly wear sportswear beyond gyms and athletic settings, incorporating these styles into their casual wardrobes for work-from-home, errands, and social outings.

This lifestyle shift, accelerated by the pandemic, has led to higher demand for versatile clothing that provides comfort, utility, and aesthetic appeal. Brands are responding with collections that integrate performance materials with contemporary design elements. Lululemon, Adidas, and Uniqlo are prominent players leading this trend, while regional brands such as Li-Ning and HRX are catering to local preferences with accessible, fashion-forward options.

Key Market Players

Adidas AG

Nike, Inc.

Puma SE

Under Armour Inc.

Lululemon Athletica Inc.

Columbia Sportswear Company

New Balance Athletics, Inc.

Li Ning Company Limited

VF Corporation

Fila Holdings Corp.

Report Scope:

In this report, the Asia Pacific Sports Apparel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Sports Apparel Market, By Type:

T-Shirts

Sweatshirts

Sports Vests

Track Pants & Tights

Others

Asia Pacific Sports Apparel Market, By End User:

Men

Women

Kids

Asia Pacific Sports Apparel Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Asia Pacific Sports Apparel Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Asia Pacific Sports Apparel Market.

Available Customizations:

Asia Pacific Sports Apparel 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. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

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 Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. ASIA PACIFIC SPORTS APPAREL MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (T-Shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Others)

5.2.2. By End User (Men, Women, Kids)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Others)

5.2.4. By Country

5.2.5. By Company (2024)

5.3. Market Map

6. CHINA SPORTS APPAREL MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By End User

6.2.3. By Sales Channel

7. JAPAN SPORTS APPAREL MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By End User

7.2.3. By Sales Channel

8. INDIA SPORTS APPAREL MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By End User

8.2.3. By Sales Channel

9. SOUTH KOREA SPORTS APPAREL MARKET OUTLOOK

9.1. Market Size & Forecast

- 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By End User
 - 9.2.3. By Sales Channel

10. AUSTRALIA SPORTS APPAREL MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By End User
 - 10.2.3. By Sales Channel

11. SINGAPORE SPORTS APPAREL MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Type
 - 11.2.2. By End User
 - 11.2.3. By Sales Channel

12. INDONESIA SPORTS APPAREL MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Type
 - 12.2.2. By End User
 - 12.2.3. By Sales Channel

13. MARKET DYNAMICS

- 13.1. Drivers
- 13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

- 14.1. Merger & Acquisition (If Any)
- 14.2. Product Launches (If Any)
- 14.3. Recent Developments

15. PORTERS FIVE FORCES ANALYSIS

- 15.1. Competition in the Industry
- 15.2. Potential of New Entrants
- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Products

16. COMPETITIVE LANDSCAPE

- 16.1. Company Profiles
 - 16.1.1. Adidas AG
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
 - 16.1.2. Nike, Inc.
 - 16.1.3. Puma SE
 - 16.1.4. Under Armour Inc.
 - 16.1.5. Lululemon Athletica Inc.
 - 16.1.6. Columbia Sportswear Company
 - 16.1.7. New Balance Athletics, Inc.
 - 16.1.8. Li Ning Company Limited
 - 16.1.9. VF Corporation
 - 16.1.10. Fila Holdings Corp.

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

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