

# **Global Athleisure Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Mass Athleisure, Premium Athleisure), By Product (Clothing, Footwear and Others), By Distribution Channel (Online and Offline), By Region, By Competition Forecast & Opportunities**

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## **Abstracts**

The Global Athleisure Market achieved a valuation of USD 328.56 billion in 2022 and is projected to experience robust growth in the forecast period, boasting an anticipated Compound Annual Growth Rate (CAGR) of 6.85% through 2028. The global athleisure market has witnessed a remarkable upsurge in recent years, fundamentally reshaping the fashion industry by seamlessly merging athletic and leisurewear styles. This trend, fueled by the burgeoning focus on health-conscious lifestyles and the aspiration for comfortable yet stylish clothing, has captured the attention of consumers worldwide. Athleisure encompasses a diverse array of garments, including yoga pants, leggings, hoodies, sneakers, and sports bras, specifically designed to transition seamlessly from the gym to everyday activities. The market's rapid expansion can be attributed to shifting consumer preferences, where individuals increasingly seek versatile and functional attire that harmonizes with their busy schedules. Leading sportswear brands, upscale fashion houses, and emerging niche players are all contending for a share of the market, resulting in a plethora of athleisure offerings spanning various price points.

### **Key Market Drivers**

#### **Lifestyle Shift Toward Health and Wellness:**

A primary driving force behind the athleisure market is the global shift towards health

and wellness. As people become more health-conscious, they actively seek ways to integrate physical activity into their daily routines. This shift has engendered a demand for clothing that effortlessly transitions from workout sessions to other activities, allowing individuals to sustain an active lifestyle while maintaining a stylish appearance. Athleisure wear offers comfort, functionality, and versatility, catering to consumers seeking to remain active without compromising on fashion. The desire to embrace a comprehensive wellness lifestyle has propelled athleisure to the forefront of fashion trends, exerting influence over both consumer behavior and industry offerings.

#### Rise of Casual Dress Codes:

The once-distinct boundaries between formal and casual attire have significantly blurred in recent times, partly due to the rise of remote work and a more relaxed approach to dress codes. As more companies adopt casual or flexible dress policies, individuals are in search of clothing that bridges the gap between comfort and professionalism with ease. Athleisure wear, with its emphasis on comfort and style, emerges as a natural choice for those seeking attire adaptable to various settings. This shift in workplace norms has not only elevated the demand for athleisure but has also prompted fashion brands to innovate and create athleisure pieces that encompass both performance-oriented attributes and aesthetic allure.

#### Influencer Culture and Celebrity Endorsements:

The formidable impact of social media influencers and celebrity endorsements cannot be underestimated in propelling the growth of the athleisure market. Influencers and celebrities frequently showcase their athleisure ensembles on platforms such as Instagram, TikTok, and YouTube, amplifying the trend's visibility and desirability. Consumers are drawn to the aspirational lifestyles of these influencers and celebrities, resulting in heightened interest in the brands and products they endorse. The ability to establish personal connections with consumers through social media has enabled athleisure brands to cultivate robust communities and foster brand loyalty. Furthermore, collaborations involving high-profile athletes, celebrities, and fashion brands have further cemented athleisure's status as a stylish and culturally pertinent clothing category.

#### Technological Innovations in Fabric and Design:

Advancements in fabric technology have played a pivotal role in propelling the athleisure market's growth. The development of moisture-wicking, stretchable, and

breathable materials has bolstered the performance aspect of athleisure wear, rendering it suitable for a spectrum of physical activities. Fabrics offering compression, UV protection, and odor control have contributed to the functional allure of athleisure clothing. Additionally, the integration of smart textiles and wearable technology has paved the way for innovative designs incorporating features like temperature regulation and activity tracking. These technological strides have elevated athleisure from merely a fashion trend to a sector that caters to the evolving needs and preferences of contemporary consumers.

## Key Market Challenges

### Saturation and Differentiation:

As the athleisure trend gains ever more traction, the market has progressively become saturated with a plethora of brands and products. This saturation poses a challenge for new entrants striving to distinguish themselves and for established players seeking to maintain a competitive edge. With a myriad of choices at their disposal, consumers have become discerning, searching not only for functional activewear but also for distinct designs, high quality, and distinctive brand identities. Brands must invest in strategies that set them apart, whether through innovative designs, sustainable practices, or exclusive collaborations, to capture and retain consumer interest. Failing to establish differentiation can lead to commoditization, eroding profit margins and diluting the overall appeal of the athleisure market.

### Sustainability Concerns:

The growth of the athleisure market has given rise to heightened concerns regarding sustainability. Many athleisure garments are crafted from synthetic materials that contribute to plastic pollution and leave a substantial environmental footprint. As consumers grow more environmentally conscious, they demand eco-friendly alternatives and transparency in supply chains. Brands that overlook these sustainability concerns risk alienating a significant and influential consumer segment. Adopting sustainable practices, such as utilizing recycled materials, reducing waste, and embracing ethical production methods, is increasingly critical for the athleisure industry to align with evolving consumer values and global sustainability objectives.

In conclusion, while the athleisure market has experienced remarkable growth and success, it faces challenges stemming from market saturation and the imperative for sustainable practices. Brands that adeptly navigate these challenges by offering distinct

value propositions and prioritizing environmental responsibility are more likely to sustain their relevance and captivate the enduring interest of consumers within the evolving fashion landscape.

## Key Market Trends

### Sustainable Athleisure:

Sustainability has evolved into a non-negotiable consideration in the contemporary consumer's purchasing decisions, and the athleisure market is no exception. As awareness of environmental issues grows, consumers are increasingly demanding sustainable options within the athleisure segment. This trend has given rise to the emergence of eco-friendly athleisure collections crafted from recycled materials, organic

fabrics, and low-impact production processes. Brands are incorporating circular economy principles by designing products focused on longevity, reparability, and recyclability. Additionally, transparency in supply chains and ethical manufacturing practices are becoming pivotal factors in shaping consumers' brand preferences. The sustainable athleisure trend not only addresses environmental concerns but also aligns with the values of socially conscious consumers, nurturing brand loyalty and positively impacting the industry's reputation.

### Inclusive Sizing and Body Positivity:

The movement towards inclusivity and body positivity has sparked a revolution in the fashion industry, and athleisure is following suit. Brands are recognizing the diversity of body shapes and sizes and expanding their size ranges to accommodate a wider consumer base. Inclusive sizing not only fosters body confidence but also taps into an underserved market segment. Furthermore, the portrayal of diverse bodies in marketing campaigns and the use of authentic individuals as models are dismantling traditional beauty standards and resonating with consumers. Brands that prioritize inclusivity in their athleisure offerings are cultivating a sense of belonging among consumers who have long been marginalized by conventional fashion norms.

### Fusion of Fashion and Functionality:

The evolving athleisure trend transcends the confines of the gym; it has become an integral facet of daily wardrobes. To meet the demands of consumers seeking both style and performance, brands are increasingly focusing on the fusion of fashion and

functionality. Athleisure designs are becoming more refined, incorporating premium fabrics, intricate details, and innovative silhouettes that transition effortlessly from workouts to social engagements. This trend has given rise to the concept of 'athflow,' where athleisure pieces are elevated to create sophisticated and comfortable ensembles suitable for diverse occasions. As athleisure evolves beyond traditional activewear, it blurs the boundaries between fashion and sports attire, addressing a lifestyle that values both comfort and aesthetic allure.

### Technology-Infused Athleisure:

The integration of technology into athleisure wear is reshaping the manner in which consumers engage with their clothing. Wearable technology and smart textiles are becoming increasingly pervasive, enhancing the functionality and performance of athleisure garments. Innovations encompass fabrics regulating body temperature, monitoring heart rate, and providing muscular support. Wearable devices integrated into athleisure attire can track fitness metrics, deliver real-time feedback, and even synchronize with smartphones for a seamless digital experience. This convergence of fashion and technology not only enhances the value proposition of athleisure but also positions it as a dynamic and interactive facet of consumers' lives.

In conclusion, the global athleisure market is undergoing a transformation propelled by novel trends reflective of evolving consumer values, lifestyles, and technological breakthroughs. The embrace of sustainability, the push for inclusivity and body positivity, the fusion of fashion and functionality, and the integration of technology all converge to shape the trajectory of the athleisure industry. Brands adeptly navigating these trends by aligning with consumer expectations and harnessing innovation are poised to capture the evolving demands of the market, ensuring that athleisure maintains its position as a dominant and enduring influence in the realm of fashion.

### Segmental Insights

#### Type Insights:

Mass athleisure production commands a preeminent position in the global athleisure market, owing to its capacity to fulfill the widespread demand for cost-effective, fashionable, and functional activewear. This approach accentuates large-scale manufacturing and distribution, enabling brands to create athleisure garments at competitive prices while upholding consistent quality and style. Mass production leverages economies of scale to curtail production costs, rendering athleisure

accessible to a broad spectrum of consumers, encompassing budget-conscious shoppers as well as those in search of versatile and day-to-day clothing alternatives. Furthermore, the dominance of mass athleisure production is fortified by the trend's prevalence across diverse facets of contemporary life, ranging from relaxed workplaces to leisure pursuits. This market segment resonates with the escalating preference for comfortable, athletically inspired attire that aligns with shifting lifestyles. Consequently, mass-produced athleisure presents a compelling value proposition by delivering affordability, variety in style, and functionality on a global scale. However, amid this ascendancy, brands are also acknowledging the importance of addressing sustainability concerns and extending diverse sizing options to ensure inclusivity, thus striking a balance between mass production and conscientious practices.

#### Product Insights:

Clothing occupies a position of eminence in the global athleisure market, serving as the foundational element of this trend. Athleisure clothing has transcended its traditional role in sports and fitness, emerging as an integral component of everyday fashion. The prevalence of athleisure clothing stems from its ability to seamlessly meld comfort, functionality, and style. This category encompasses a broad spectrum of garments, including leggings, yoga pants, hoodies, joggers, and sports bras, tailored to various activities and lifestyles. The appeal of athleisure clothing rests in its adaptability, affording individuals the ability to transition effortlessly from workout sessions to casual outings without sacrificing fashion-forward aesthetics. The emergence of social media influencers, celebrity endorsements, and evolving workplace dress codes have all contributed to the burgeoning demand for athleisure clothing. Consequently, both established sportswear brands and fashion houses, as well as emerging niche players, have channeled efforts into designing and producing innovative lines of athleisure clothing to cater to this expanding market.

#### Regional Insights:

North America commands a paramount presence in the global athleisure market, exerting substantial influence over its growth trajectory and direction. This region's prominence is attributed to several factors, including a robust culture centered around health and wellness, a thriving fashion industry, and the confluence of casual attire with active lifestyles. The United States, in particular, has played a pivotal role in propelling the athleisure trend to the forefront, leveraging celebrity endorsements, a pervasive fitness culture, and the ascendancy of influencer-driven fashion. North America's athleisure dominance is evident in the presence of major sportswear brands



headquartered in the region, which have adeptly harnessed the trend's popularity. The appeal of athleisure extends beyond the gym, permeating daily life, workplaces, and social settings. The region's fast-paced lifestyle and emphasis on convenience align seamlessly with the versatile and comfortable designs of athleisure. Additionally, North America's advanced retail infrastructure and digital platforms have expedited the rapid dissemination of athleisure products, both domestically and internationally. As the trend evolves, North America's influence is poised to drive innovations in athleisure design, sustainability, and the integration of technology, thereby shaping the trajectory of the global market.

### Key Market Players

Hanes Brands, Inc.

Adidas AG

Vuori

PANGAIA

Under Armour, Inc.

Outerknown

EILEEN FISHER

Patagonia, Inc.

Wear Pact, LLC

Lululemon Athletica

### Report Scope:

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

#### Global Athleisure Market, By Type:

Mass Athleisure

Premium Athleisure

Global Athleisure Market, By Product:

Clothing

Footwear

Others

Global Athleisure Market, By Distribution Channel:

Online

Offline

Global Athleisure Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

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

Available Customizations:



Global Athleisure Market report with the given market data, Tech Sci 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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  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Distribution Channel

## **16. ABOUT US & DISCLAIMER**

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