

# **India Sports Apparel Market, By Product Type (T-shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Others {Swimsuits, Sports Hoodies, Sports Bra}) By End User (Men, Women, Kids) By Distribution Channel (Exclusive Stores, Supermarket/Hypermarket, Multi-branded Stores, Online, Others) By Company, By Region, Competition Forecast & Opportunities, FY2026**

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## **Abstracts**

India sports apparel market was valued USD498.68 million in FY2020 and is expected to show impressive growth of 16.06% during the forecast period. The market is expected to grow on account of increasing health concerns and disposable income among the population. Moreover, the benefits of the sports apparel like prolonged durability, improved range of motion, breathability of material, and superior comfort are some of the major factors influencing the growth of the India sports apparel market. Sports apparels are sport specific clothing, that are actively used by the population for physical activities. Also, Indian icons are often self-promoting various sports brands, that drives the India sports apparel market growth in the forecast period. Organized modern retail consists of planned approach for the distribution and logistics management that targets the urban and rural population, thereby supporting the growth of the market in the future years.

The India sports apparel market is witnessing a huge growth in the demand for female sports apparels, which can be attributed to the growing awareness for fitness along with the rising fashion consciousness among women. The impact is such that, in the recent years almost every sports apparel brand has added new apparel lines targeting

specifically woman consumers. Moreover, the momentum has become so massive that even street retailers are seen to be introducing sports apparel sections that exclusively cater to women. Furthermore, rising social media influence among the consumers coupled with the surging number of health diseases have made the Indian consumers more and more fitness and health conscious which has led to a massive growth in the demand for sports apparels in India. Moreover, the expanding working-class population has a higher tendency to have a sedentary lifestyle as they are hooked into desk jobs for major part of the day. For them, the only source of activity comes from their daily workout, which is further driving the demand for workout clothes, thus helping in providing the support in the growth of India's sports apparel market.

India sports apparel market is segmented based on product type, end user, distribution channel, region and company. Based on product type, the market is further fragmented into t-shirts, sweatshirts, sports vests, track pants & tights, others (swimsuits, sports hoodies, sports bras). Sports t-shirts are anticipated to dominate the market on account of preference by the common population. T-shirts are preferred among the population owing to the comfort level they provide. Track pants are preferred among morning joggers and professional athletes equally. The rising concerns among the health conscious population is driving the overall market. Based on end user, the market is categorized in men, women, and kids and men's apparel is anticipated to dominate the market in next five years.

Some of the top players in the India sports apparel market are Under Armour India Trading Private Limited, ASICS India Private Limited, Fila Holdings Corporation, Adidas India Marketing Private Limited, Nike India Private Limited, Puma Sports India Private Limited., Lotto Sport Italia Spa, Decathlon Sports India Pvt Ltd., Shiv-Naresh Sports Private Limited, Skechers Retail India Private Limited, among others. The companies are involving themselves into research and development for the methods of better quality, and various quality analysis tests to provide better products.

Years considered for this report:

Historical Years: FY2016 – FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022 – FY2026

### Objective of the Study:

To analyze the historical growth in the market size of the India sports apparel market from FY2016 to FY2020.

To estimate and forecast the market size of the India sports apparel market from FY2021 to FY2026 and growth rate until FY2026.

To classify and forecast India sports apparel market based on product type, end user, distribution channel, and region.

To identify the dominant region or segment in the India sports apparel market.

To identify drivers and challenges for India sports apparel market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India sports apparel market.

To identify and analyze the profile of leading players operating in India sports apparel market.

To identify key sustainable strategies adopted by market players in India sports apparel market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers, suppliers, and service providers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufactures which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufactures, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India sports apparel market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry

experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Sports apparel manufacturers, end users, and other stakeholders

Distributors and suppliers of sports apparels and other stakeholders

Organizations, forums and alliances related to sports apparel

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, India sports apparel market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### India Sports Apparel Market, By Product Type:

T-shirts

Sweatshirts

Sports Vests

Track Pants & Tights

Others

Swimsuits

Sports Hoodies

Sports Bras

India Sports Apparel Market, By End User:

Men

Women

Kids

India Sports Apparel Market, By Distribution Channel:

Exclusive Stores

Supermarket/Hypermarket

Multi-branded Stores

Online

Others

India Sports Apparel Market, By Region:

South

West

North

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India sports

*India Sports Apparel Market, By Product Type (T-shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Other...*

apparel market.

Available Customizations:

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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