

India Sports Apparel Market By Product Type (T-shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Others (Swimsuits, Sports Hoodies, Sports Bra, etc.)), By End User (Men, Women, Kids), By Distribution Channel (Exclusive Stores, Supermarket/Hypermarket, Multi-branded Stores, Online, Non-Retail), By Region, Competition Forecast & Opportunities, 2019-2029F

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Abstracts

The India sports apparel market is expected to be driven in the forecast period, 2024-2029, owing to the rising focus on physical fitness, and the demand for sports apparel.

India Sports Apparel Market Scope

Sports apparel, often known as sportswear or activewear, is a type of clothing which is used for sports activities or fitness activities. The majority of sports and physical activities require distinguished clothing for comfort and safety reasons. The standard sportswear consists of T-shirts, sweatshirts, sports vests, track pants & tights, swimsuits, sports bras, and other products.

Sportswear is occasionally worn as casual clothing. People are seeking the widest selection among the several readily available brands as the market is witnessing rise in availability of product varieties and upgraded quality. As a result, the market for sports apparel is expanding to satisfy consumer demand. The sports apparel market in India has a commercial potential, particularly in marketing, management/sponsorship, and

retailing sporting goods.

India Sports Apparel Market Overview

In the past years, the sport apparel market has seen some significant trends that have successfully captured the attention of the target customers. Growing fitness awareness and rising demand for gyms and studios as a result of an increase in the working population and increasing number of athletics are two key factors influencing the India sports apparel market.

People in India are making significant efforts to stay fit and healthy, such as installing in-house gyms and enrolling to virtual exercise programmes, as a result, they are encouraged to purchase the sportswear accordingly. Some of the other elements that have drawn the attention of customers to fitness centers include contemporary cardiovascular and resistance equipment, specialized fitness training methods, and advanced workout programmes. Sales of sportswear have surged during the pandemic owing to the rising fitness trend in the nation and the growing popularity of sports besides cricket. As a result, In December 2020, sales of Reebok, Asics, Puma, Skechers, and Decathlon increased by 7 to 24 percent. Thus, benefits of sporting apparel, such as enhanced movement range, longer durability, and superior comfort at an affordable price are expected to boost the market.

The state government and other government agencies are working to promote youth development and encourage young people to participate in physical activities. For instance, in 2020, the government launched the Junior Target Olympic Podium Scheme (TOPS), which targets young children aged 10 to 12 in order to provide them with proper training for the upcoming Olympic Games, where athletes and sportspeople received specialized coaching from renowned instructors at advanced sporting facilities and institutions as part of this program. Similarly, in 2021, the Ministry of Sports and the Ministry of Women and Child Development created an online training program specifically for female physical education teachers and community coaches to empower women through sports and physical fitness. The initiative increased the market demand for sports apparel in Indian market.

India Sports Apparel Market Drivers

Due to an increase in the population of affluent individuals, sports apparel has been growing in popularity in emerging markets. Also, women's growing interest in fitness and fashion are the two key factors driving the significant increase in demand for

women's sportswear in the Indian sports apparel market. As a result, nearly every sportswear company has recently introduced new lines of clothes that are targeted particularly towards female consumers. For instance, in 2022 ONLY launched an athleisure brand called ONLY PLAY, which is offering a range of fashion and sportswear for women. As a result, a surge in the participation of women in sports and fitness activities is fueling the growth of the sports apparel market in the country. Also, brands are collaborating and signing agreements with sports clubs, which is further influencing the market positively. For instance, in 2021, Danish sportswear brand Hummel signed a sponsorship agreement with Indian Super League Odisha FC. These elements will accelerate the growth of the India sports apparel market throughout the course of the forecast years.

Aggressive marketing and celebrity endorsements have also laid the foundations for the sports apparel industry's expansion. As a result, rising adoption rates of sport apparel are expected to support the market expansions.

India Sports Apparel Market Trends

The rising popularity of social media among Indian consumers, combined with increased awareness of health and fitness, have led to a substantial growth in the interest and participation within sports activities which is influencing the market for sport apparel. As a result, sportswear companies are utilizing this opportunity to cater to the requirements of the customers by introducing better quality sportswear that can also be worn outside of the gym, which has resulted in a significant increase in the demand for sports apparel in India. As a result of maintaining a healthy lifestyle, the involvement in varieties of sports-related activities is becoming increasingly popular. With rising consumer health consciousness, as well as increased participation in fitness activities such as yoga, swimming, and aerobics, the market for sports apparel is expanding. Physical activity of any form has become more important as governments and educational institutions encourage students to participate in more sports. These elements will accelerate the growth of the India sports apparel market throughout the forecast period.

Furthermore, the growing working-class population is more likely to lead sedentary lifestyle due to their office work and spending more time engaging with television & video games. They rely solely on their daily workouts as their source of activity, which is significantly contributing to the increasing demand for workout clothes and contribute to the growth of India's sports apparel market.

India Sports Apparel Market Challenges

The fluctuating prices of raw materials used in making such clothing, as well as the availability of counterfeit products that imitate the original brands with the intent of stealing designs, or replacing the original brand is expected to continue have a negative impact on their adoption. These are the main factors that are anticipated to hinder the growth of the India sports apparel market. Furthermore, these counterfeit products are less expensive than those of the original brand.

India Sports Apparel Market Opportunities

The growing demand for stylish and fashionable sports apparel and increase in popularity of sports apparel among millennials are predicted to provide growth opportunities for the sports apparel industry, which has further increased the market demand for India sports apparel market throughout the course of the projected period.

Moreover, innovation to the sports apparel category allows an individual to move freely while exercising as it supports flexible bodily movements. For example, Van Heusen Flex activewear brand uses anti-microbial technology to keep odors at bay, as well as Easy Dry Technology with quick-drying fabric, ergonomic design, high stretchability, and durability. It also features 'reflect technology' which includes reflective elements that look normal during the day but glow in the dark, which is increasing the demand for workout clothes and supporting the expansion of India sports apparel market.

Market Segmentation

The India sports apparel market is segmented based on product type, end user, distribution channel, region, and competition landscape. Based on product type the market is further fragmented into t-shirts, sweatshirts, sports vests, track pants & tights, others, including swimsuits, sports hoodies, sports bra, etc.). Based on end user the market is segmented into men, women, kids. Based on distribution channel the market is segmented into exclusive stores, supermarket/hypermarket, multi-branded stores, online, non-retail. .

Company Profiles

Puma Sports India Pvt Ltd, Adidas India Marketing Private Limited, Nike India Private Limited, Under Armour India Trading Private Limited, ASICS India Private Limited, Fila Holdings Corporation, SSIPL Lifestyle PVT LTD (Lotto), Decathlon Sports India Private

Limited, Shivnaresh Sports Pvt Ltd, Skechers South Asia Private Limited, are among the major market players in the India sports apparel market.

Report Scope:

In this report, the 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

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

Non-Retail

India Sports Apparel Market, By Region:

North

South

East

West

Competitive Landscape

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

Contents

1. Introduction
 - 1.1. Product 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. 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. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Frequency of Purchase
- 4.5. Factors Influencing Purchase Decision
- 4.6. Challenges Faced Post Purchase

5. INDIA SPORTS APPAREL MARKET OUTLOOK

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

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. Market Share & Forecast

5.2.1. By Product Type Market Share Analysis (T-shirts, Sweatshirts, Sports Vests, Track Pants & Tights, Others (swimsuits, sports hoodies, sports bra, etc.))

5.2.2. By End User Market Share Analysis (Men, Women, Kids)

5.2.3. By Distribution Channel Share Analysis (Exclusive Stores, Supermarket/Hypermarket, Multi-branded Stores, Online, Non-Retail)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North India Market Share Analysis

5.2.4.2. South India Market Share Analysis

5.2.4.3. East India Market Share Analysis

5.2.4.4. West India Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)

5.3. India Sports Apparel Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By End User Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. INDIA SPORT T-SHIRTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Market Share & Forecast

6.2.1. By End User Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

7. INDIA SPORTS SWEATSHIRTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

7.2. Market Share & Forecast

7.2.1. By End User Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

8. INDIA SPORTS VESTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

8.2. Market Share & Forecast

8.2.1. By End User Market Share Analysis

8.2.2. By Distribution Channel Market Share Analysis

9. INDIA SPORTS TRACK PANTS & TIGHTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.1.2. By Volume

9.2. Market Share & Forecast

9.2.1. By End User Market Share Analysis

9.2.2. By Distribution Channel Market Share Analysis

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Growing fitness awareness

10.1.2. New launches of sport apparel

10.1.3. Increasing number of gyms and studios

10.2. Challenges

10.2.1. Availability of counterfeit products

10.2.2. High competition

11. IMPACT OF COVID-19 ON INDIA SPORTS APPAREL MARKET

11.1. Impact Assessment Model

11.1.1. Key Segments Impacted

11.1.2. Key Regions Impacted

11.1.3. Key Distribution Channel Impacted

12. MARKET TRENDS & DEVELOPMENTS

12.1. Changing consumer buying behaviours

- 12.2. Expanding marketing and promotional activities
- 12.3. Rising participant of women in sports and fitness activities
- 12.4. Increasing government initiatives
- 12.5. Rising influence of social media

13. PORTER'S FIVE FORCES MODEL

- 13.1. Competitive Rivalry
- 13.2. Bargaining Power of Buyers
- 13.3. Bargaining Power of Suppliers
- 13.4. Threat of New Entrants
- 13.5. Threat of Substitutes

14. SWOT ANALYSIS

- 14.1. Strength
- 14.2. Weakness
- 14.3. Opportunities
- 14.4. Threat

15. INDIA ECONOMIC PROFILE

16. POLICY & REGULATORY LANDSCAPE

17. COMPETITIVE LANDSCAPE

- 17.1. Company Profiles
 - 17.1.1. Puma Sports India Pvt Ltd
 - 17.1.1.1. Company Details
 - 17.1.1.2. Products & Services
 - 17.1.1.3. Financial (As per availability)
 - 17.1.1.4. Key Market Focus & Geographical Presence
 - 17.1.1.5. Recent Development
 - 17.1.1.6. Key Management Personnel
 - 17.1.2. Adidas India Marketing Private Limited
 - 17.1.2.1. Company Details
 - 17.1.2.2. Products & Services
 - 17.1.2.3. Financial (As per availability)
 - 17.1.2.4. Key Market Focus & Geographical Presence

- 17.1.2.5. Recent Development
- 17.1.2.6. Key Management Personnel
- 17.1.3. Nike India Private Limited
 - 17.1.3.1. Company Details
 - 17.1.3.2. Products & Services
 - 17.1.3.3. Financial (As per availability)
 - 17.1.3.4. Key Market Focus & Geographical Presence
 - 17.1.3.5. Recent Development
 - 17.1.3.6. Key Management Personnel
- 17.1.4. Under Armour India Trading Private Limited
 - 17.1.4.1. Company Details
 - 17.1.4.2. Products & Services
 - 17.1.4.3. Financial (As per availability)
 - 17.1.4.4. Key Market Focus & Geographical Presence
 - 17.1.4.5. Recent Development
 - 17.1.4.6. Key Management Personnel
- 17.1.5. ASICS India Private Limited
 - 17.1.5.1. Company Details
 - 17.1.5.2. Financial (As per availability)
 - 17.1.5.3. Key Market Focus & Geographical Presence
 - 17.1.5.4. Recent Development
 - 17.1.5.5. Key Management Personnel
- 17.1.6. Fila Holdings Corporation
 - 17.1.6.1. Company Details
 - 17.1.6.2. Products & Services
 - 17.1.6.3. Company Details
 - 17.1.6.4. Products & Services
 - 17.1.6.5. Financial (As per availability)
 - 17.1.6.6. Key Market Focus & Geographical Presence
 - 17.1.6.7. Recent Development
 - 17.1.6.8. Key Management Personnel
- 17.1.7. SSIPL Lifestyle PVT LTD (Lotto)
 - 17.1.7.1. Company Details
 - 17.1.7.2. Products & Services
 - 17.1.7.3. Financial (As per availability)
 - 17.1.7.4. Key Market Focus & Geographical Presence
 - 17.1.7.5. Recent Development
 - 17.1.7.6. Key Management Personnel
- 17.1.8. Decathlon Sports India Private Limited.

- 17.1.8.1. Company Details
- 17.1.8.2. Products & Services
- 17.1.8.3. Financial (As per availability)
- 17.1.8.4. Key Market Focus & Geographical Presence
- 17.1.8.5. Recent Development
- 17.1.8.6. Key Management Personnel
- 17.1.9. Shivnaresh Sports Pvt Ltd
 - 17.1.9.1. Company Details
 - 17.1.9.2. Products & Services
 - 17.1.9.3. Financial (As per availability)
 - 17.1.9.4. Key Market Focus & Geographical Presence
 - 17.1.9.5. Recent Development
 - 17.1.9.6. Key Management Personnel
- 17.1.10. Skechers South Asia Private Limited
 - 17.1.10.1. Company Details
 - 17.1.10.2. Products & Services
 - 17.1.10.3. Financial (As per availability)
 - 17.1.10.4. Key Market Focus & Geographical Presence
 - 17.1.10.5. Recent Development
 - 17.1.10.6. Key Management Personnel

18. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 18.1. Key Focus Areas
- 18.2. Target Product Type
- 18.3. Target Distribution Channel

19. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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