

North America Golf Apparel Market, By Product Type (Top Wear, Bottom Wear), By End User (Men, Women, Kids), By Sales Channel (Supermarkets/Hypermarkets, Online, Specialty Stores, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The North America Golf Apparel Market was valued at USD 2.70 billion in 2024 and is projected to reach USD 3.51 billion by 2030, growing at a CAGR of 4.53% during the forecast period. The market's growth is fueled by increasing interest in golf as both a recreational activity and a competitive sport. A strong golfing culture, supported by a wide network of courses and tournaments across the region, provides a solid foundation for market expansion. Consumers are increasingly seeking performance-oriented, stylish, and comfortable apparel, prompting innovation in fabrics offering moisture-wicking capabilities, UV protection, and enhanced flexibility. The market is also seeing increased participation from women and younger consumers, which is diversifying product demand and driving fashion-focused trends. Online retail platforms, brand partnerships, and influencer marketing are broadening consumer access and engagement, further supporting growth in the region's golf apparel industry.

Market Drivers

Rising Participation in Golf Across Demographics

The growing popularity of golf across various age groups and demographics is a primary driver of the North America golf apparel market. In recent years, more young people and women have taken up the sport, encouraged by inclusive initiatives from

organizations like the PGA of America and the USGA.

Efforts to make golf more accessible through youth programs and beginner-friendly formats—such as nine-hole games or driving ranges—have expanded participation. This broader player base has led to increased demand for golf apparel that provides both comfort and functionality on the course. As more individuals engage with golf for leisure and sport, the demand for specialized and stylish clothing continues to rise, driving market growth.

Key Market Challenges

Seasonal Dependence and Weather-Related Limitations

A key challenge for the North America golf apparel market is the sport's dependence on favorable weather conditions. In much of the region, particularly northern and central areas, the golf season is typically limited to spring through early fall. Cold winters and unpredictable weather reduce the number of playable days, leading to seasonal fluctuations in apparel sales.

This seasonality complicates inventory management and revenue consistency for both brands and retailers. Although indoor golf simulators and year-round facilities are gaining traction, they currently represent a small portion of the market. Until golf becomes a more year-round activity, the apparel segment will continue to face limitations tied to seasonal participation.

Key Market Trends

Fusion of Fashion and Functionality

A leading trend in the North America golf apparel market is the integration of high-performance features with contemporary design. Consumers—particularly younger and style-conscious golfers—are looking for apparel that delivers both functionality and fashion.

Brands are responding by launching lines with vibrant colors, bold patterns, and modern fits, while maintaining essential performance features such as moisture-wicking fabrics, UV protection, and stretchability. This trend is also being influenced by the rise of athleisure, which has blurred the line between activewear and everyday clothing. As a result, golfers are seeking apparel that transitions seamlessly from the course to casual

settings, driving demand for versatile and stylish options that reflect their lifestyle.

Key Market Players

Topgolf Callaway Brands Corp.

Taylor Made Golf Company, Inc.

Eastside Golf Inc.

Peter Millar LLC

Oakley, Inc.

Nike, Inc.

Under Armour, Inc.

Adidas America, Inc.

Cutter & Buck, Inc.

Lululemon Athletica Inc.

Report Scope:

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

· North America Golf Apparel Market, By Product Type:

Top Wear

Bottom Wear

· North America Golf Apparel Market, By End User:

North America Golf Apparel Market, By Product Type (Top Wear, Bottom Wear), By End User (Men, Women, Kids), By...

Men

Women

Kids

· North America Golf Apparel Market, By Sales Channel:

Supermarkets/Hypermarkets

Online

Specialty Stores

Others

· North America Golf Apparel Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America Golf Apparel Market.

Available Customizations:

North America Golf 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

North America Golf Apparel Market, By Product Type (Top Wear, Bottom Wear), By End User (Men, Women, Kids), By...

- Detailed analysis and profiling of additional market players (up to five).

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