

# **Running Apparel Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Clothing, Footwear, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Running Apparel Market was valued at USD 16.02 Billion in 2024 and is projected to reach USD 21.72 Billion by 2030, growing at a CAGR of 5.20% during the forecast period. This growth is fueled by heightened health awareness, increasing participation in physical activities, and the rising popularity of athleisure. Consumers are investing in performance-oriented and stylish gear such as moisture-wicking shirts, compression wear, and weather-adaptive outerwear. Technological advancements in lightweight, breathable fabrics and smart textiles further boost product innovation. The market is also expanding through digital retail and influencer-driven marketing. While North America and Europe maintain the largest market share, Asia-Pacific is emerging as a key growth region, spurred by urbanization and rising disposable incomes.

### **Key Market Drivers**

#### **Growing Health and Fitness Awareness Among Consumers**

A key factor driving the global running apparel market is the increasing health and fitness consciousness among consumers of all age groups. With the rise of health issues such as obesity and cardiovascular diseases, individuals are increasingly adopting running and jogging as part of healthier lifestyle choices. In the United States, CDC data from 2023 shows that over 35% of adults in 23 states are impacted by

obesity, highlighting a growing need for active lifestyles. Public health campaigns, wellness programs, and social media fitness influencers are also encouraging people to engage in regular physical activity. Consequently, the demand for functional and comfortable running gear has risen, with consumers seeking apparel designed for specific weather conditions, performance needs, and body types. Events such as marathons and park runs have further fueled interest in running, driving up the consumption of specialized running apparel worldwide.

## **Key Market Challenges**

### **Intense Market Competition and Brand Saturation**

The global running apparel market faces a major challenge from high competition and market saturation. Leading players like Nike, Adidas, and Under Armour dominate with large-scale operations and robust brand equity, while an influx of emerging brands and regional competitors adds to the crowded landscape. This intense rivalry has led to price wars, frequent product releases, and significant marketing expenditures, all of which strain profitability. Moreover, counterfeit and substandard products, particularly through online channels, can damage brand trust and dilute value propositions. As brands fight for visibility and consumer loyalty, both new and established companies must invest continuously in innovation and customer engagement to maintain market relevance and differentiate themselves.

## **Key Market Trends**

### **Rise of Customization and Personalized Running Gear**

The trend toward personalization is reshaping the global running apparel market, as consumers seek products that align with their individual preferences and fitness goals. Brands are increasingly offering customization options such as fit adjustments, unique colorways, name printing, and motivational messages on garments. Digital tools now allow users to configure their own gear online, from fabric selection to design features. This personalization not only enhances customer satisfaction but also helps foster brand loyalty and repeat purchases. Advances in digital printing and on-demand production have made personalized apparel more accessible and scalable, enabling companies to deliver unique value in a saturated market. The trend is particularly appealing to younger, style-conscious, and tech-savvy consumers, as well as running clubs and fitness groups looking for cohesive branding.

## **Key Market Players**

Adidas Group

New Balance Athletics, Inc.

ASICS Corporation

Nike, Inc.

Amer Sports, Inc.

Skechers USA

Fitbit Inc.

VF Corporation

Puma NA

Under Armour Inc.

## **Report Scope:**

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

Running Apparel Market, By Product Type:

Clothing

Footwear

Others

Running Apparel Market, By Distribution Channel:

Online

Offline

## Running Apparel Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## **Competitive Landscape**

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

## **Available Customizations:**

Global Running 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).

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