

# **Sustainable Athleisure Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Shirt, Yoga Pants, Leggings, Shorts, Others), By End User (Men, Women), By Distribution Channel (Online, Offline), By Region, By Competition, 2019-2029F**

<https://marketpublishers.com/r/S2EA944EF741EN.html>

Date: April 2024

Pages: 185

Price: US\$ 4,900.00 (Single User License)

ID: S2EA944EF741EN

## **Abstracts**

The Global Sustainable Athleisure Market was valued at USD 91.65 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 5.2% through 2029. The global sustainable athleisure market has witnessed significant growth in recent years, driven by a rising awareness of environmental sustainability and an increased focus on healthier lifestyles. Athleisure, a blend of athletic and leisure wear, has become a prominent trend in the fashion industry, with consumers seeking comfortable and versatile clothing for both exercise and everyday activities. Sustainable athleisure incorporates eco-friendly materials and ethical manufacturing practices, catering to the growing demand for products that align with environmental and social responsibility.

Key factors contributing to the expansion of the global sustainable athleisure market include a surge in health and wellness consciousness, a preference for multifunctional apparel, and the influence of celebrities promoting sustainable fashion. Consumers are increasingly valuing products made from recycled materials, organic fabrics, and those adhering to fair labor practices. Sustainable athleisure brands are incorporating innovative technologies to create performance-oriented, eco-friendly clothing that meets the expectations of environmentally conscious consumers. As the market continues to evolve, collaborations between traditional sportswear brands and sustainable fashion labels are likely to play a pivotal role in shaping the future of the global sustainable

athleisure market, fostering innovation and pushing the boundaries of sustainable fashion in the athletic apparel industry.

## Market Drivers

### Increasing Awareness of Environmental Sustainability

One of the primary drivers of the global sustainable athleisure market is the growing awareness of environmental sustainability among consumers. As individuals become more conscious of the environmental impact of their purchasing decisions, there is a heightened demand for products that are manufactured using eco-friendly materials and processes. Sustainable athleisure brands emphasize the use of recycled materials, organic fabrics, and environmentally responsible production methods. The desire to reduce the ecological footprint associated with clothing has led consumers to seek out athleisure options that align with their commitment to a greener lifestyle. This awareness has become a powerful force driving the market, encouraging both established and emerging brands to adopt sustainable practices to meet consumer expectations.

### Rising Health and Wellness Consciousness

The global shift towards a healthier lifestyle has significantly influenced the demand for athleisure products. Consumers are increasingly incorporating physical activity into their daily routines, driving the need for comfortable and versatile clothing that seamlessly transitions from workout sessions to everyday activities. Athleisure, with its blend of athletic and leisure wear, has emerged as a popular choice for those who prioritize health and wellness. Sustainable athleisure brands have tapped into this trend, offering products that not only provide the desired functionality but also align with the overall wellness philosophy. This dual-purpose nature of athleisure has propelled its market growth, with sustainable options gaining prominence among consumers who seek clothing that complements their active and health-conscious lifestyles.

### Preference for Multifunctional Apparel

The demand for multifunctional apparel has become a driving force behind the global sustainable athleisure market. Consumers are increasingly seeking versatile clothing that can be worn across various settings and activities. Athleisure perfectly fits this demand, offering garments that are suitable for both workouts and casual outings. The versatility of sustainable athleisure extends beyond its use in physical activities,

encompassing everyday wear that is comfortable, stylish, and functional. This preference for multifunctionality aligns with the modern consumer's desire for a minimalist wardrobe with pieces that can serve multiple purposes. Sustainable athleisure brands have capitalized on this trend by creating collections that seamlessly transition from gym to street, catering to the needs of individuals seeking efficiency and style in their clothing choices.

### Influence of Celebrity Endorsements

The influence of celebrities and influencers has played a crucial role in driving the popularity of sustainable athleisure. As public figures increasingly champion environmental causes and sustainable living, their endorsements of eco-friendly fashion choices have a significant impact on consumer behavior. When celebrities choose to wear sustainable athleisure brands, it not only boosts the visibility of these products but also creates a positive association with environmentally responsible choices. This influence extends to social media platforms, where celebrities showcase their sustainable fashion preferences, reaching a wide audience and inspiring followers to adopt similar lifestyle choices. The endorsement of sustainable athleisure by well-known personalities has thus become a powerful driver in shaping consumer perceptions and driving the market towards more sustainable practices.

### Innovative Technologies and Materials

The integration of innovative technologies and materials is a key driver of the global sustainable athleisure market. Sustainable athleisure brands are continually exploring and adopting advanced technologies to create performance-oriented, eco-friendly clothing. This includes the use of recycled materials such as plastic bottles and regenerated fabrics, as well as the implementation of sustainable dyeing processes and water-saving techniques. The incorporation of cutting-edge technologies not only enhances the performance aspects of athleisure but also contributes to reducing the environmental impact of the manufacturing process. Consumers are increasingly valuing products that showcase a commitment to innovation and technology, and sustainable athleisure brands are at the forefront of integrating these elements into their offerings. As technology continues to advance, it is expected to drive further innovation within the sustainable athleisure market, pushing the boundaries of eco-friendly athletic wear.

In conclusion, the global sustainable athleisure market is shaped by a combination of factors that reflect the changing preferences and priorities of modern consumers. The

awareness of environmental sustainability, coupled with a focus on health and wellness, has driven the demand for athleisure products that are not only functional but also align with ethical and eco-friendly principles. The preference for multifunctional apparel, coupled with the influence of celebrity endorsements, has further propelled the market's growth. Additionally, the integration of innovative technologies and materials continues to drive the evolution of sustainable athleisure, ensuring that the market remains dynamic and responsive to the demands of environmentally conscious consumers.

## Key Market Challenges

### Raw Material Costs Cost Implications and Price Sensitivity

One of the significant challenges faced by the sustainable athleisure market is the cost implications associated with eco-friendly materials and ethical manufacturing practices. Sustainable fabrics often come with a higher price tag due to the use of organic materials, recycled content, and environmentally friendly production processes. This poses a challenge in attracting a broader consumer base, as some individuals may be unwilling to pay a premium for sustainable athleisure compared to conventional alternatives. The market needs to find a balance between maintaining ethical standards and ensuring affordability to encourage widespread adoption. Brands must strategize to reduce production costs without compromising on sustainability to make eco-friendly athleisure more accessible to a larger consumer demographic.

### Limited Availability of Sustainable Materials

The availability of sustainable materials poses another challenge for the global sustainable athleisure market. While there is a growing demand for eco-friendly fabrics, the production and supply of these materials are often limited. Sourcing sustainable materials, especially in large quantities, can be challenging for athleisure brands aiming to scale their operations. Additionally, some sustainable materials may not yet match the performance characteristics of traditional sportswear fabrics, posing a hurdle in meeting the functional requirements of athleisure. Overcoming these challenges requires investment in research and development to discover and enhance alternative materials that are both sustainable and high-performing. Collaboration across the industry is also essential to create a more robust and accessible supply chain for sustainable materials.

### Educating and Changing Consumer Behavior

Despite the increasing awareness of environmental issues, educating consumers about the benefits of sustainable athleisure and changing their purchasing behavior remains a significant challenge. Many consumers may not fully understand the environmental impact of conventional athletic wear or the positive contributions of sustainable alternatives. Moreover, there might be a perception that sustainable athleisure lacks style or performance compared to traditional options. Brands need to invest in effective marketing and educational campaigns to communicate the benefits of sustainable choices, debunk myths, and showcase that eco-friendly athleisure can be both fashionable and functional. Building a more informed consumer base is crucial for driving demand and creating a sustained market for sustainable athleisure.

### Fast Fashion and Rapid Trend Changes

The fast-paced nature of the fashion industry, characterized by rapidly changing trends and consumer preferences, poses a challenge for sustainable athleisure brands. Traditional fast fashion encourages frequent purchases and rapid turnover of clothing items, which can be at odds with the principles of sustainability. Sustainable athleisure brands face the challenge of keeping up with the pace of fashion while maintaining ethical production practices and creating durable, timeless designs. Balancing the demand for trendy and fashionable athleisure with the need for sustainable and enduring products requires strategic planning, innovation, and a shift in consumer attitudes towards valuing quality and longevity over frequent, disposable purchases.

### Standardization of Sustainability Practices

The absence of standardized sustainability practices within the industry is a significant challenge for the global sustainable athleisure market. The term 'sustainability' can encompass various aspects, including material sourcing, production processes, labor practices, and ethical considerations. Lack of clear standards and regulations can lead to greenwashing, where brands falsely claim to be sustainable without adhering to rigorous eco-friendly practices. Establishing industry-wide standards for sustainable athleisure can help build trust among consumers and ensure a level playing field for brands committed to ethical and eco-friendly practices. Collaboration between industry stakeholders, policymakers, and environmental organizations is essential to create and enforce comprehensive sustainability standards that guide the production and marketing of sustainable athleisure products.

In conclusion, the global sustainable athleisure market faces several challenges that require strategic solutions and industry-wide cooperation. Overcoming cost implications,

ensuring the availability of sustainable materials, educating consumers, navigating fast fashion trends, and establishing standardized sustainability practices are crucial steps towards building a more resilient and impactful sustainable athleisure industry. As the market continues to evolve, addressing these challenges will be essential in creating a sustainable future for both the athleisure industry and the planet.

## Key Market Trends

### Rise of Circular Fashion and Recycling Initiatives

A prominent recent trend in the sustainable athleisure market is the increased emphasis on circular fashion and recycling initiatives. Brands are adopting circular economy principles, aiming to minimize waste by designing products that can be recycled or repurposed at the end of their lifecycle. This involves using recycled materials, such as post-consumer recycled polyester and regenerated nylon, in the production of athleisure wear. Additionally, some brands are implementing take-back programs, allowing consumers to return old garments for recycling or upcycling. This trend not only aligns with sustainability goals but also addresses the growing concern of textile waste in the fashion industry, promoting a more circular and responsible approach to athleisure production.

### Integration of Sustainable Technologies and Innovation

The global sustainable athleisure market is witnessing a surge in the integration of sustainable technologies and innovative practices. Brands are leveraging advancements in materials science and production processes to create athleisure wear with enhanced sustainability credentials. This includes the use of cutting-edge technologies in fabric development, such as waterless dyeing methods, as well as incorporating plant-based and bioengineered materials. The integration of sustainable technologies not only improves the environmental footprint of athleisure products but also enhances their performance characteristics. Consumers increasingly value innovation in both design and sustainability, prompting brands to invest in research and development to stay at the forefront of technological advancements in the industry.

### Emphasis on Transparency and Ethical Practices

Transparency and ethical practices have become focal points for brands in the sustainable athleisure market. Recent trends reflect a growing demand from consumers for clear and honest information about the sourcing, production, and labor practices

involved in athleisure manufacturing. Brands are responding by adopting transparent supply chains, providing detailed information about the origin of materials, manufacturing processes, and ethical labor practices. Certification programs and third-party audits are also gaining importance, allowing brands to demonstrate their commitment to sustainable and ethical standards. The emphasis on transparency not only builds trust with consumers but also fosters accountability within the industry, pushing for higher ethical standards and responsible business practices.

### Customization and Personalization for Sustainability

Customization and personalization have become key trends in the sustainable athleisure market, allowing consumers to have a more active role in the design and production of their clothing. Brands are offering customizable options, such as personalized color choices, sizing, and even the ability to add unique features to athleisure garments. This trend not only aligns with the desire for unique and individualized products but also contributes to sustainability by reducing overproduction and waste. Customization enables brands to produce items on-demand, minimizing excess inventory and the environmental impact associated with unsold goods. As consumers seek more meaningful and personalized experiences, customization has emerged as a trend that aligns with sustainability goals and contributes to a more responsible and consumer-centric athleisure market.

### Influence of Sustainable Influencers and Collaborations

Influencers and collaborations play a pivotal role in shaping consumer preferences, and the sustainable athleisure market is no exception. A recent trend involves the rise of sustainable influencers and collaborations between athleisure brands and environmental advocates. Social media influencers who prioritize sustainable living and eco-friendly fashion choices are driving awareness and influencing their followers to make more conscious purchasing decisions. Additionally, collaborations between athleisure brands and environmental organizations or sustainable fashion advocates are becoming more common. These collaborations not only create a positive image for brands but also contribute to the promotion of sustainable values and practices within the industry. The influence of sustainability-focused influencers and collaborations contributes to a broader cultural shift towards more responsible and ethical consumption in the athleisure market.

In conclusion, the global sustainable athleisure market is experiencing dynamic shifts driven by recent trends that prioritize circular fashion, sustainable technologies,

transparency, customization, and influential collaborations. As consumers increasingly demand both style and sustainability, athleisure brands are adapting to these trends to create products that align with environmental and ethical values. The intersection of innovation, consumer awareness, and industry collaboration will likely continue to shape the future trajectory of the sustainable athleisure market.

## Segmental Insights

### Type Insights

The global sustainable athleisure market has witnessed a notable surge in the demand for yoga pants, reflecting a broader trend towards conscious and comfortable activewear. Yoga pants have become a symbol of versatility, offering not only functionality for yoga and other fitness activities but also embodying a casual and stylish aesthetic suitable for everyday wear. Consumers are increasingly seeking sustainable options in athleisure, and yoga pants, with their flexibility and adaptability, have become a focal point in this growing market. Sustainable athleisure brands are responding to the rising demand by incorporating eco-friendly materials, such as organic cotton, recycled polyester, and other sustainable fabrics, in the production of yoga pants. This aligns with the global shift towards more sustainable and ethical fashion choices, catering to consumers who prioritize comfort, style, and environmental responsibility in their activewear selections.

The rising popularity of yoga pants in the global sustainable athleisure market is also driven by the broader cultural shift towards wellness and mindfulness. As individuals embrace healthier lifestyles and prioritize holistic well-being, yoga has gained immense popularity. The versatility of yoga pants allows consumers to seamlessly transition from their yoga practice to daily activities, contributing to the increased demand for sustainable options. The intersection of comfort, functionality, and sustainability positions yoga pants as a key product category within the global athleisure market, representing a broader trend towards mindful and eco-conscious fashion choices.

### Distribution Channel Insights

The global sustainable athleisure market is experiencing a notable increase in demand from the online sales channel, reflecting shifting consumer preferences and the convenience of e-commerce. Online platforms have become crucial for the growth of sustainable athleisure brands, offering a convenient and accessible way for consumers to explore and purchase eco-friendly activewear. The rise of online sales is particularly



significant for the sustainable athleisure market, as it provides a platform for brands to showcase their commitment to environmental and ethical practices, educating consumers about the sustainability aspects of their products. This shift towards online sales channels is also influenced by the convenience of browsing a wide range of sustainable athleisure options from the comfort of one's home, facilitating informed decision-making and contributing to the increasing market demand.

The global trend towards online shopping has been further accelerated by factors such as the COVID-19 pandemic, which prompted a surge in e-commerce adoption. Sustainable athleisure brands have adapted to this trend by enhancing their online presence, implementing user-friendly interfaces, and offering seamless purchasing experiences. The online sales channel not only broadens the reach of sustainable athleisure products to a global audience but also allows brands to communicate their sustainability narratives directly to consumers. As consumers seek convenience, variety, and sustainability in their shopping experiences, the online sales channel is poised to play a pivotal role in the continued growth of the global sustainable athleisure market.

## Regional Insights

The North America region is witnessing a significant surge in demand within the global sustainable athleisure market. This heightened interest is attributed to a growing awareness of environmental issues and an increased emphasis on healthy lifestyles. Consumers in North America are increasingly prioritizing activewear that aligns with sustainability and ethical practices. Athleisure brands catering to this market are gaining traction by incorporating eco-friendly materials, such as organic cotton, recycled polyester, and sustainable blends, in their product offerings. The region's fashion-conscious consumers are seeking athleisure options that not only provide comfort and performance but also reflect their commitment to environmental responsibility. As sustainability becomes a key factor in purchasing decisions, the North American market is playing a pivotal role in driving the global demand for sustainable athleisure.

Additionally, the cultural influence of fitness trends, wellness movements, and a preference for versatile, everyday wear has contributed to the rising popularity of sustainable athleisure in North America. High-profile endorsements, collaborations with celebrities, and increased visibility of eco-friendly fashion on social media platforms further fuel the demand for sustainable athleisure in the region. The North American market's embrace of sustainable practices is not only shaping consumer preferences but also encouraging athleisure brands to innovate and elevate their commitment to

environmental stewardship, making it a key focal point for the ongoing growth of the global sustainable athleisure market.

### Key Market Players

Adidas AG

Eileen Fisher, Inc.

Hanesbrands Inc.

PUMA SE

Nike, Inc.

Pangaia Materials Science Limited

Under Armour, Inc.

Patagonia, Inc.

Wear Pact, LLC

Vuori, Inc.

### Report Scope:

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

#### Sustainable Athleisure Market,By Type:

oShirt

oYoga Pants

oLeggings

oShorts

oOthers

Sustainable Athleisure Market,By End User:

oMen

oWomen

Sustainable Athleisure Market,By Distribution Channel:

oOnline

oOffline

Sustainable Athleisure Market, By Region:

oNorth America

United States

Canada

Mexico

oEurope

France

Germany

Spain

Italy

United Kingdom

## oAsia-Pacific

China

Japan

India

Vietnam

South Korea

## oMiddle East Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

## oSouth America

Brazil

Argentina

Colombia

## Competitive Landscape

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

Available Customizations:

Global Sustainable 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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