

# **United States Yoga Clothing Market By Product Type (Top, Pants, Shorts, Others), By End User (Men, Women, Children), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The United States Yoga Clothing Market was valued at USD 8.47 billion in 2024 and is anticipated to reach USD 13.76 billion by 2030, growing at a CAGR of 5.87%. This growth is driven by a rising focus on wellness and fitness, with more people incorporating yoga into their lifestyles. Yoga apparel, valued for its comfort, flexibility, and performance, has gained popularity not only for workouts but also as part of everyday athleisure fashion. This reflects a broader trend toward health-conscious, stylish living. Social media and influencer culture have amplified visibility for yoga clothing brands, making them mainstream. As yoga and fitness classes grow in popularity across the U.S., the demand for performance-oriented yet fashionable apparel continues to rise. The fusion of functional design with lifestyle appeal is propelling the market forward, supported by a consumer base that values both health and style.

### Key Market Drivers

#### Rise in Yoga Participation

The growing participation in yoga is a major driver of the U.S. yoga clothing market. A

recent study highlights a 50% increase in yoga practitioners across the country as of 2023. This surge reflects the growing awareness of yoga's physical and mental health benefits. As participation grows, so does the demand for specialized clothing that offers comfort, flexibility, and durability. Beyond practice, yoga wear has become an integral part of the athleisure trend, being used for both workouts and daily wear. This lifestyle shift, prioritizing comfort and functionality, has increased the appeal of yoga clothing. Brands are expanding their offerings to meet this demand, contributing to the robust growth of the market. The rise in yoga participation is not only increasing product demand but also encouraging innovation and variety in product lines.

## Key Market Challenges

### Intense Competition Among Players

One of the primary challenges in the U.S. yoga clothing market is intense competition among brands. While major players like Lululemon, Nike, and Adidas hold substantial market share, an increasing number of new entrants are disrupting the space with affordable pricing, niche offerings, and unique styles. This heightened competition makes it difficult for brands to retain consumer loyalty and maintain market dominance. With market saturation on the rise, businesses must continuously invest in innovation, marketing, and customer engagement. Balancing high-quality production with competitive pricing remains a pressing challenge. In such a dynamic market, companies must respond swiftly to shifting consumer preferences while ensuring brand differentiation and profitability. The competitive pressure demands a strategic focus on product development, sustainability, and personalized customer experiences.

## Key Market Trends

### Growth of E-Commerce Platform

The rise of e-commerce is significantly transforming the U.S. yoga clothing market. In 2023, U.S. e-commerce sales reached a record USD 1.12 trillion, highlighting the shift toward digital retail. Online platforms have become vital channels for yoga apparel sales, offering consumers convenience, broader product access, and personalized experiences. Brands are leveraging social media, mobile apps, and influencer marketing to engage with customers directly, while features like customer reviews and virtual try-ons enhance the digital shopping experience. E-commerce also enables brands to scale quickly, reach wider audiences, and streamline operations. As consumer behavior continues to favor online shopping, the growth of digital sales

channels is playing a central role in shaping the future of yoga apparel retail in the U.S.

### Key Market Players

Columbia Sportswear Company

Levi Strauss & Co

Spiritual Gangster Holdings, Inc.

Nike Inc.

PUMA North America, Inc.

Adidas America, Inc.

Lululemon USA Inc.

Sweaty Betty Limited

H&M Group

Kosha Yoga Co.

### Report Scope:

In this report, the United States Yoga Clothing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### United States Yoga Clothing Market, By Product Type:

Top

Pants

Shorts

Others

United States Yoga Clothing Market, By End User:

Men

Women

Children

United States Yoga Clothing Market, By Distribution Channel:

Supermarket & Hypermarket

Specialty Stores

Online

Others

United States Yoga Clothing Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Yoga Clothing Market.

Available Customizations:

United States Yoga Clothing Market report with the given market data, TechSci

*United States Yoga Clothing Market By Product Type (Top, Pants, Shorts, Others), By End User (Men, Women, Chil...*

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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. UNITED STATES YOGA CLOTHING MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Top, Pants, Shorts, Others)

5.2.2. By End User (Men, Women, Children)

5.2.3. By Distribution Channel (Supermarket & Hypermarket, Specialty Stores Online, Others)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. UNITED STATES MEN YOGA CLOTHING MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

# 7. UNITED STATES WOMEN YOGA CLOTHING MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Distribution Channel

# 8. UNITED STATES CHILDREN YOGA CLOTHING MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Distribution Channel

# 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

## **11. PORTERS FIVE FORCES ANALYSIS**

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

## **12. UNITED STATES ECONOMIC PROFILE**

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Columbia Sportswear Company
    - 14.1.1.1. Business Overview
    - 14.1.1.2. Company Snapshot
    - 14.1.1.3. Products & Services
    - 14.1.1.4. Financials (As Per Availability)
    - 14.1.1.5. Key Market Focus & Geographical Presence
    - 14.1.1.6. Recent Developments
    - 14.1.1.7. Key Management Personnel
  - 14.1.2. Levi Strauss & Co
  - 14.1.3. Spiritual Gangster Holdings, Inc.
  - 14.1.4. Nike Inc.,
  - 14.1.5. Puma North America, Inc.
  - 14.1.6. Adidas America, Inc.
  - 14.1.7. Lululemon USA Inc.,
  - 14.1.8. Sweaty Betty Limited
  - 14.1.9. H&M Group
  - 14.1.10. Kosha Yoga Co.

## **15. STRATEGIC RECOMMENDATIONS**

## 16. ABOUT US & DISCLAIMER

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