

Women Activewear Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Top, Bottom, Others), By Distribution Channel (Offline, Online), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Women Activewear Market was valued at USD 199.31 billion in 2024 and is projected to reach USD 272.86 billion by 2030, growing at a CAGR of 5.42% during the forecast period. This market is witnessing consistent growth, driven by increased awareness around health and fitness, rising female participation in sports, and the widespread appeal of athleisure wear. Consumers now demand activewear that offers a blend of style, functionality, and comfort, pushing brands to innovate in fabric technology and garment construction. Sustainability has become a major focus, with brands incorporating eco-friendly materials and ethical manufacturing practices. The market is further fueled by the influence of social media, celebrity endorsements, and shifting fashion preferences. Online retail channels have expanded access to a broader consumer base, making activewear a regular part of modern wardrobes. Notably, online conversations around women's sports grew by 18.5% in 2022, indicating growing digital engagement and reinforcing the market's upward momentum.

Key Market Drivers

Increasing Health and Fitness Awareness

The rise in global health consciousness is a primary factor driving growth in the women's activewear market. A growing number of women are embracing active

lifestyles, incorporating exercises like yoga, running, and gym workouts into their routines. According to the World Health Organization (WHO), about 25% of adults worldwide are not sufficiently active, prompting initiatives aimed at promoting physical activity. In response, demand has increased for activewear that enhances movement, wicks moisture, and provides long-lasting comfort. This shift has led manufacturers to develop advanced fabrics and ergonomic designs tailored to the needs of active women. As fitness becomes a lifestyle choice beyond just sports performance, consumers seek versatile apparel suitable for both exercise and everyday wear. Data from the CDC indicates that the percentage of women meeting aerobic and muscle-strengthening guidelines rose from 47.5% in 2011 to 53.5% in 2020, reflecting broader engagement in health-focused activities.

Key Market Challenges

Intense Market Competition and Brand Saturation

The global women's activewear market faces significant challenges due to high levels of competition and brand saturation. A broad range of players, from major sportswear companies like Nike and Adidas to fast-fashion retailers and emerging DTC brands like Lululemon and Gymshark, compete for market share. This crowded landscape has made it increasingly difficult for brands to differentiate themselves and maintain consumer loyalty. Continuous investment in design innovation, customer experience, and marketing is necessary to stand out. Additionally, smaller brands face hurdles related to limited budgets and distribution capabilities, making it challenging to compete with larger, more established firms. Balancing product quality, price, and brand identity in a saturated market remains a persistent obstacle.

Key Market Trends

Growing Emphasis on Sustainability and Ethical Production

Sustainability is a defining trend shaping the future of the women's activewear market. Consumers, particularly from younger generations, are demanding greater transparency and environmentally responsible practices. In response, leading brands are adopting recycled materials like post-consumer polyester and natural fibers such as organic cotton and bamboo. Innovations in biodegradable and bio-based fabrics are also gaining momentum. Beyond materials, efforts are being made to reduce environmental footprints through improved water and energy efficiency and waste minimization. These sustainable practices are not only helping brands meet regulatory and ethical standards

but also enhancing their value proposition to environmentally conscious consumers.

Key Market Players

Adidas AG

Nike, Inc.

PUMA SE

Columbia Sportswear Company

VF Corporation

PVH Corp.

ASICS Corporation

SKECHERS USA, Inc.

Under Armour, Inc.

Fila Holdings Corp.

Report Scope:

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

Women Activewear Market, By Product Type:

Top

Bottom

Others

Women Activewear Market, By Distribution Channel:

Offline

Online

Women Activewear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Women Activewear Market.

Available Customizations:

Global Women Activewear 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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