

# Indoor Sportswear and Fitness Apparel

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## Abstracts

Demand for indoor sportswear and fitness apparel is robust thanks to rising levels of participation in individual and team sports and fitness activities. Although consumer spending has been restrained in many parts of the developed world, demand has been buoyed by sharp increases in disposable incomes in key economies in the developing world, along with major advances in fabric technology. Spending on such activities is also being encouraged by companies developing sophisticated wearable systems which are compatible with various devices, such as smartphones and tablets, and which make physical exercise a more enjoyable, rewarding and engaging experience. Participation in sports and fitness activities is likely to increase with greater awareness of the benefits of physical exercise - indoor and out - and greater emphasis on healthy living. This report provides a wealth of information, insight and analysis of the sportswear market and participation in indoor sports and fitness activities, as well as the properties of indoor sportswear, and the fibres and fabrics used to manufacture it. It also features information on wearable technology in indoor sports and fitness activities. Furthermore, the report presents examples of product innovations in the indoor sportswear market and provides an outlook for the future.

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## About

Demand for indoor sportswear and fitness apparel is set for strong growth despite constrained consumer spending, according to Issue No 45 of Performance Apparel Markets from the business information company Textiles Intelligence.

Global demand for this type of clothing is rising steadily despite extreme weakness in key economies around the world. The rise is attributable to a number of factors, notably: a growing awareness among consumers of the benefits of indoor exercise for health and wellbeing; an increase in participation, particularly among women, in a number of indoor sports and fitness activities; a rise in the number of indoor sports facilities; and huge improvements in the functionality and comfort of garments designed for indoor exercise.

Also, recent developments in wearable devices are providing participants of indoor sports with greater levels of reward. These devices are capable of gathering a person's performance data and enable the person to track improvements in their performance -- which, in turn, increases their motivation.

Suppliers of indoor sportswear and fitness apparel are attempting to cater to the needs of this market by creating products which whet the appetites of style conscious fitness enthusiasts, thereby encouraging greater spending on indoor sports and fitness activities.

A prime example is yoga wear, a market segment in which participation has increased markedly in recent years and which has been very successfully targeted by the Canada-based company Lululemon. In the early 2000s, Lululemon enjoyed a virtual monopoly in the US yoga wear market and between 2000 and 2012 sales grew massively. This has lured major indoor sportswear players -- including Nike and Adidas -- into a market once considered to be too small a niche to justify entering it.

Future development efforts in the field of indoor sportswear and fitness apparel are likely to be focused on making physical exercise even more effective, rewarding and enjoyable by further enhancing the functionality and comfort of garments.

Such achievements have the potential to drive up participation in indoor sports and fitness activities and thereby fuel demand for indoor sportswear. Prospects for this growing market therefore remain bright.

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