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Global Athletic Apparel & Footwear Wholesale Market: Industry Analysis & Outlook (2017-2021)

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Abstracts

Athletic wear or activewear is a clothing, including footwear which is worn for sport or physical exercise. Sport-specific clothes are worn for practical, comfort or safety reasons. Tops, bottoms, shoes and more are made to enhance the comfort and performance of wearers during workouts.

In most of the cases, athletic wear is designed to allow its wearer comfort and a minimally inhibited range of motion. The shape of an activewear/athletic wear piece is usually dictated by the type of movements required by the activity for which it is intended, as well as the temperature conditions in which it is meant to be worn. Often it is made from fabrics that enhance the wearer's comfort.

Athletic wear is categorized into two broad segments; one is athletic apparel that is designed to be worn while working out. There are different types of athletic apparels for different activities including running, workouts in water, team sports, gym workout and others. Other category is of athletic shoes that are made for people who engage in sports and other physical activities. The development of athletic footwear is based on two interrelated principles: injury prevention and enhanced performance. Most athletes are interested in and will benefit from shoes that prevent injuries.

The global athletic apparel & footwear wholesale market is set to experience favorable growth driven by factors such as rising middle class population, growth in e-commerce, increasing youth population, rising sports market, ameliorating economic growth, increased participation in sports and fitness activities. The major trends observed in this market include product customization, technological advancements, increased focus on healthy lifestyle and growing usage of ecofriendly products. However, the growth of this budding market is constrained by challenges such as competition threat, seasonality

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and rapidly changing consumer preferences.

The report “Global Athletic Apparel & Footwear Wholesale Market: Industry Analysis & Outlook (2017-2021)” analyses the development of this market, with focus on the US, Europe and Asia Pacific markets. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Nike Inc., Adidas AG, Under Armour Inc. and VF Corporation are being profiled along with their key financials and strategies for growth.

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