

Women's Activewear Market Size, Share, and Outlook, 2025 Report- By Pattern (Striped, Floral, Camouflage, Leopard, Others), Cut Style (Wide Leg, Bootcut, Straight Leg, Flare), Length (Ankle Length Pants, Capris, Knee Length Pants, Function, Yoga, Active Leggings, Running, Training, Style, Active Pants, Leggings), Material (Polyester, Elastane, Cotton Blend, Mesh, Jersey, Nylon, Fleece, Others), Distribution Channel (Supermarkets and Hypermarkets, Speciality Stores, Online Stores, Others), and Companies, 2021-2032

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Abstracts

Women's Activewear Market Outlook

The global Women's Activewear market is expected to register a growth rate of 8.7% during the forecast period from \$231.4 Billion in 2024 to \$451 Billion in 2032. The Women's Activewear market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Women's Activewear segments across 22 countries from 2021 to 2032. Key segments in the report include By Pattern (Striped, Floral, Camouflage, Leopard, Others), Cut Style (Wide Leg, Bootcut, Straight Leg, Flare), Length (Ankle Length Pants, Capris, Knee Length Pants, Function, Yoga, Active Leggings, Running, Training, Style, Active Pants, Leggings), Material (Polyester, Elastane, Cotton Blend, Mesh,

Jersey, Nylon, Fleece, Others), Distribution Channel (Supermarkets and Hypermarkets, Speciality Stores, Online Stores, Others). Over 70 tables and charts showcase findings from our latest survey report on Women's Activewear markets.

Women's Activewear Market Insights, 2025

The women's activewear market in 2025 continues to thrive amid growing awareness of health, fitness, and athleisure trends that blur the lines between workout gear and everyday fashion. Technological advancements in fabric innovation—such as moisture-wicking, anti-odor, UV protection, and sustainable recycled materials—enhance performance and comfort, addressing diverse consumer needs from yoga and running to high-intensity interval training. Sustainability is a major market driver, with brands increasingly committing to eco-friendly production methods, fair labor practices, and circular economy initiatives including take-back and recycling programs. The rise of body positivity and inclusivity reshapes design philosophies, expanding size ranges and offering diverse style options that cater to a broad demographic. Digital transformation influences buying behaviors, with augmented reality fitting rooms, AI-driven personalization, and social commerce platforms providing immersive and convenient shopping experiences. Market leaders leverage celebrity endorsements and community-building through fitness influencers and wellness apps, fostering strong brand loyalty. Emerging markets also show heightened demand due to urbanization and rising disposable income among women, creating a balanced global growth outlook.

Five Trends that will define global Women's Activewear market in 2025 and Beyond

A closer look at the multi-million global market for Women's Activewear identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Women's Activewear companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Women's Activewear industry?

The Women's Activewear sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify

growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Women's Activewear Market Segment Insights

The Women's Activewear industry presents strong offers across categories. The analytical report offers forecasts of Women's Activewear industry performance across segments and countries. Key segments in the industry include By Pattern (Striped, Floral, Camouflage, Leopard, Others), Cut Style (Wide Leg, Bootcut, Straight Leg, Flare), Length (Ankle Length Pants, Capris, Knee Length Pants, Function, Yoga, Active Leggings, Running, Training, Style, Active Pants, Leggings), Material (Polyester, Elastane, Cotton Blend, Mesh, Jersey, Nylon, Fleece, Others), Distribution Channel (Supermarkets and Hypermarkets, Speciality Stores, Online Stores, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Women's Activewear market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Women's Activewear industry ecosystem. It assists decision-makers in evaluating global Women's Activewear market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Women's Activewear industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Women's Activewear Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust.

The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Women's Activewear Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Women's Activewear with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Women's Activewear market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Women's Activewear market Insights Executives are most excited about opportunities for the US Women's Activewear industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Women's Activewear companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Women's Activewear market.

Latin American Women's Activewear market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024

and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Women's Activewear Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Women's Activewear markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Women's Activewear markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Women's Activewear companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Gramicci, Jockey International, Inc., Vie Active, Gap Inc., ASICS Corporation, Aeropostale, Inc., Lululemon Athletica Inc., Ralph Lauren Corporation, PUMA SE, Prana, Adidas AG, V.F. Corporation, Columbia Sportswear Company, Beyond Yoga.

Women's Activewear Market Scope

Leading Segments

By Pattern

Striped

Floral

Camouflage

Leopard

Others

By Cut Style

Wide Leg

Bootcut

Straight Leg

Flare

By Length

Ankle Length Pants

Capris

Knee Length Pants

By Function

Yoga

Active Leggings

Running

Training

By Style

Active Pants

Leggings

By Material

Polyester

Elastane

Cotton Blend

Mesh

Jersey

Nylon

Fleece

Others

By Distribution Channel

Supermarkets and Hypermarkets

Speciality Stores

Online Stores

Others

Leading Companies

Gramicci

Jockey International, Inc.

Vie Active

Gap Inc.

ASICS Corporation

Aeropostale, Inc.

Lululemon Athletica Inc.

Ralph Lauren Corporation

PUMA SE

Prana

Adidas AG

V.F. Corporation

Columbia Sportswear Company

Beyond Yoga

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape

2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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 - Ankle Length Pants
 - Capris
 - Knee Length Pants
- By Function
 - Yoga
 - Active Leggings
 - Running
 - Training
- By Style
 - Active Pants
 - Leggings

By Material

Polyester

Elastane

Cotton Blend

Mesh

Jersey

Nylon

Fleece

Others

By Distribution Channel

Supermarkets and Hypermarkets

Speciality Stores

Online Stores

Others

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Jockey International, Inc.

Vie Active

Gap Inc.

ASICS Corporation

Aeropostale, Inc.

Lululemon Athletica Inc.

Ralph Lauren Corporation

PUMA SE

Prana

Adidas AG

V.F. Corporation

Columbia Sportswear Company

Beyond Yoga

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