

Sports Apparel Market By End User (Children, Men, Women), By Distribution Channel (E-Commerce, Supermarket/Hypermarket, Brand Outlets, Discount Stores): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-08-01 | 333 pages | Allied Market Research

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Report description:

The global sports apparel market was valued at \$230.6 billion in 2022, and is projected to reach \$410.8 billion by 2032, growing at a CAGR of 6% from 2023 to 2032. Sports apparel refers to specialized clothing and accessories designed for various sports & physical activities. It is specifically crafted to enhance performance and provide comfort to athletes & fitness enthusiasts. It encompasses a wide range of garments such as jerseys, shorts, t-shirts, leggings, shoes, socks, and hats. These garments are often made from lightweight, breathable, and moisture-wicking materials that help regulate body temperature and keep athletes dry during intense physical exertion. In addition, sports apparel may feature technologies such as compression, stretchability, and ergonomic designs to optimize movement and support muscles. Alongside functional aspects, sports apparel simultaneously serves as a form of self-expression, showcasing team colors, logos, and personal style. Whether it is for professional athletes, amateurs, or fitness enthusiasts, sports apparel plays a crucial role in promoting comfort, performance, and overall sporting experience.

The global sports apparel market is projected to be fueled by increase in health & fitness awareness among individuals. With more people prioritizing physical fitness & well-being, there has been surge in sports participation and fitness activities. This trend has created a higher demand for sports apparel as individuals seek comfortable & functional clothing for their workouts. According to the Physical Activity Council's 2022 Participation Report, over 54.9% of Americans aged six and older participated in individual or team sports in 2020. Thus, such factors are anticipated to drive the demand for sports apparel during the forecast period.

Sports apparel is gaining traction in emerging market, owing to rise in purchasing power of the global population. Furthermore, increase in the adoption of fitness activities such as aerobics, swimming, running, and yoga among consumers drive the market growth. Moreover, rise in participation of women in sports & fitness activities fuels the sports apparel market growth. In addition, aggressive advertisements and celebrity endorsement have helped the sports apparel industry to pave its way toward growth. However, fluctuating prices of raw materials used in making such clothing and easy availability of counterfeit products act as the

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major restraints for this market. On the contrary, growth in demand for trendy & fashionable sports apparel and increase in popularity of sports apparel among children are anticipated to provide growth opportunities for the sports apparel market. Region wise, North America is anticipated to be the most prominent market. This can be attributed to the highly evolved retail structure and high adoption of sports apparel due to aggressive advertising & celebrity brand endorsement. Moreover, high expenditure of consumers on fitness apparel due to it being considered a style statement adds to the popularity of sports apparel in this region. On the other hand, Asia-Pacific is expected to grow with the highest CAGR throughout the forecast period, owing to rapidly improving retail infrastructure and increase in disposable income of consumers in this region.

The sports apparel market is segmented on the basis of end user, distribution channel, and region. By end user, it is classified into children, men, and women. As per distribution channel, it is classified into e-commerce, supermarket/hypermarket, brand outlets, and discount stores. Region wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, UAE, and rest of LAMEA).□

The major players operating in the market focus on key market strategies, such as mergers, product launch, acquisitions, collaborations, and partnerships. Further, they have been focusing on strengthening their market reach to maintain their goodwill in the ever-competitive market. Some of the key players in the sports apparel market report include Adidas AG, Nike, Inc., Puma SE, Under Armour, Inc., Ralph Lauren Corporation, Umbro Ltd., Fila, Inc, Lululemon Athletica Incorporation, New Balance Athletic Shoe, Inc., and Columbia Sportswear Company.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the sports apparel market analysis from 2022 to 2032 to identify the prevailing sports apparel market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the sports apparel market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global sports apparel market trends, key players, market segments, application areas, and market growth strategies.

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Possible Customization with this report (with additional cost and timeline talk to the sales executive to know more)

- Brands Share Analysis
- Expanded list for Company Profiles
- Historic market data

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- Import Export Analysis/Data

Key Market Segments

By End User

- Children

- Men

- Women

By Distribution Channel

- E-Commerce

- Supermarket/Hypermarket

- Brand Outlets

- Discount Stores

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- Germany

- France

- UK

- Italy

- Spain

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- Australia

- Rest of Asia-Pacific

- LAMEA

- Brazil

- South Africa,

- UAE

- Rest of LAMEA

- Key Market Players

- New Balance Athletics, Inc.

- Adidas AG

- Columbia Sportswear Company

- Iconix International

- Under Armour, Inc.

- Puma SE

- Ralph Lauren Corporation

- Nike, Inc.

- lululemon athletica inc

- Fila Holdings Corp.

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