

Athleisure Market Still Has Room to Grow | Emerging Players Adidas AG, ASICS Corporation, & Columbia Sportswear Company

In 2022, based on product type, the sneaker segment accounted for around higher value athleisure market share.



The Athleisure Market Size was valued at \$2 billion in 2022, and is estimated to reach \$3.2 billion by 2032, growing at a CAGR of 5.2% from 2023 to 2032."

Allied Market Research

WILMINGTON, DELAWARE , UNITED STATES, September 4, 2024 /EINPresswire.com/ -- The [Athleisure Market](#) Size was valued at \$2 billion in 2022, and is estimated to reach \$3.2 billion by 2032, growing at a CAGR of 5.2% from 2023 to 2032.

The growth of this market is driven by several factors, including increased health consciousness, the blending of work and casual wear, and the shift towards more comfortable and versatile clothing.

Key Trends Driving the Athleisure Market

Health and Wellness Movement: As more people prioritize physical fitness and overall well-being, athleisure has become the go-to choice for those who want to seamlessly transition from a workout session to everyday activities. The integration of performance fabrics, moisture-wicking technology, and ergonomic designs has made athleisure the perfect blend of function and fashion.

□ □□□'□ □□□□ □□□ □□ □□□□ □□□□□□ □□□□ <https://www.alliedmarketresearch.com/request-sample/6137>

Rise of Remote Work: The global shift towards remote work has blurred the lines between formal and casual wear. Consumers now seek clothing that is comfortable enough for home but stylish enough for video calls and casual outings. Athleisure perfectly fits this need, offering a balance of comfort, style, and functionality.

Sustainability and Ethical Production: As environmental awareness grows, consumers are increasingly demanding sustainable and ethically produced clothing. Many athleisure brands are responding by adopting eco-friendly materials, such as organic cotton, recycled polyester, and bamboo fabrics. Additionally, ethical manufacturing practices are becoming a key selling point for brands looking to appeal to environmentally conscious consumers.

Celebrity and Influencer Endorsements: The athleisure trend has been fueled by endorsements from celebrities and influencers who frequently showcase these styles on social media. This has helped to elevate athleisure from a gym-only look to a mainstream fashion staple. Collaborations between athleisure brands and high-profile personalities have further boosted the market's visibility and desirability.

Technological Innovations: Advances in fabric technology have played a crucial role in the growth of the athleisure market. Brands are constantly innovating with materials that offer enhanced breathability, moisture management, and even integrated smart features like UV protection and anti-odor properties.

Market Segmentation

The athleisure market can be segmented based on product type, demographics, and distribution channels.

Product Type: The market includes a wide range of products such as leggings, joggers, sports bras, hoodies, and sneakers. While women's athleisure dominates the market, the men's segment is also experiencing significant growth, particularly in the areas of joggers and active tops.

Demographics: Millennials and Gen Z are the primary consumers driving the athleisure trend, valuing the versatility and comfort it offers. However, older demographics are increasingly embracing the trend as well, particularly as they adopt more active lifestyles.

Distribution Channels: Athleisure is sold through various channels, including online platforms, specialty stores, department stores, and brand-owned retail outlets. The online segment has seen particularly strong growth, driven by the convenience of e-commerce and the ability to easily compare products.

Future Outlook

The future of the athleisure market looks promising, with several growth opportunities on the horizon. The continued integration of technology into clothing, such as smart textiles and wearable devices, is expected to drive innovation in the sector. Additionally, as more brands focus on sustainability, there will likely be an increase in demand for eco-friendly athleisure products.

Furthermore, the expansion of athleisure into emerging markets presents a significant growth

opportunity. As disposable incomes rise in regions like Asia-Pacific and Latin America, consumers are increasingly adopting Western fashion trends, including athleisure.

In conclusion, the athleisure market is poised for continued growth, driven by evolving consumer preferences, technological advancements, and a shift towards more casual, versatile clothing. Brands that can innovate and align with the values of modern consumers, particularly in terms of sustainability and ethical production, are likely to lead the way in this dynamic market.

Europe to maintain its dominance by 2032

The Europe region held the highest market share in 2022, accounting for nearly two-fifths of the global athleisure market revenue, and is estimated to maintain its leadership status throughout the forecast period. Europe's athleisure market dominance is driven by fashion-forward culture, fitness trends, and a growing preference for versatile, comfortable clothing, fostering innovation and strong consumer demand. However, the Asia-Pacific region is projected to manifest the highest CAGR of 6.3% from 2023 to 2032. Asia-Pacific's rapid urbanization, fitness trends, and rising disposable incomes drive the fastest-growing athleisure market. High demand for stylish, versatile activewear fuels its expansion.

For more information, please contact us at: <https://www.alliedmarketresearch.com/purchase-enquiry/6137>

Key players in the market include:

- ADIDAS AG
- ASICS CORPORATION
- COLUMBIA SPORTSWEAR COMPANY
- PVH CORP.
- PUMA SE
- VF CORPORATION
- THE GAP, INC.
- NIKE, INC.
- UNDER ARMOUR, INC.
- LULULEMON ATHLETICA INC

For more information, please contact us at:

<https://www.alliedmarketresearch.com/pet-care-market-A06512>

<https://www.alliedmarketresearch.com/fast-fashion-market-A33267>

David Correa
Allied Market Research
+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/740367991>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.