

Activewear Market Share, Key Trends, Future Growth, 2022-2032

Market Overview:

According to Fortune Business Insights global [activewear market](#) size was valued at USD 320.91 billion in 2024. It is projected to grow from USD 345.79 billion in 2025 to USD 605.89 billion by 2032, exhibiting a CAGR of 8.34% during the forecast period.

An increasing number of individuals are participating in outdoor and recreational activities every year to maintain optimum levels of health and fitness. They are increasing their spending on high-quality fitness apparel to enhance their comfort while working out or participating in sporting events. This factor is expected to boost the sales of activewear in across the world.

List of Key Players Profiled:

- Nike, Inc. (U.S.)
- ASICS Corporation (Japan)
- Under Armour, Inc. (U.S.)
- ADIDAS AG (Germany)
- New Balance (U.S.)
- Skechers USA., Inc. (U.S.)
- Columbia Sportswear Company (U.S.)
- PUMA SE (Germany)

Fortune Business Insights™ displays this information in a report titled, “Activewear Market, 2024-2032.”

To know more about this market, please visit:

<https://www.fortunebusinessinsights.com/activewear-market-107923>

Segmentation:

Wide Range of Design and Size Options Fuels Demand for Activewear Apparel

Based on product, the global activewear market is segmented into apparel, footwear, and others. The apparel segment is dominating the global activewear market share as these clothes come in a vast variety, offering a wider range of options for customers to choose from.

Increasing Focus On Health & Wellbeing Boosts Product Popularity Among Females

Based on end-user, the market is segmented into male and female. The female segment dominates the global market as more women are taking interest in enhancing their overall health and wellbeing.

Lucrative Advantages Offered by Offline Stores Makes Them Preferred Distribution Channels

Based on distribution channel, the market is segmented into offline and e-commerce/online stores. The offline segment dominates the global activewear market as these distribution channels offer a wide range of benefits, such as giving customers the freedom to physically inspect the product and facilitating a smooth product return cycle.

With respect to region, the market covers North America, Europe, Asia Pacific, and the rest of the world.

Report Coverage:

The report has conducted a detailed study of the market and highlighted several critical areas, such as leading distribution channels, end-users, and key market players. It has also focused on the latest market trends and the key industry developments. Apart from the aforementioned factors, the report has given information on many other factors that have helped the market grow.

Drivers and Restraints:

Rising Integration of Innovative Technologies to Spur Market Growth

The fitness needs of people across the world are constantly evolving, with many of them seeking smart apparel that is integrated with cutting-edge technologies. This factor has encouraged key market players to incorporate next-gen technologies into their products to improve their performance and fulfill customers' unique fitness needs. Rising disposable incomes have also motivated customers to invest in high-end and technologically advanced activewear, which will further accelerate the global activewear market growth.

However, the fashion industry has been one of the largest contributors of greenhouse gases, which has increased the risk of climate change. This factor can dissuade customers from buying apparel that are not sustainably produced, thereby impeding the market's progress.

Regional Insights:

North America Dominates Global Market Due to Rising Number of Fashion-Conscious Customers

North America is dominating the global market as the region's millennials and the Gen Z population are quite fashion-conscious and looking for functional wear that is comfortable and fashionable.

Asia Pacific is predicted to record the fastest CAGR during the forecast period as countries, such as India and China have a large population and many of them are increasing their focus on their health and wellbeing.

Competitive Landscape:

Key Companies to Focus On New Product Launches and Partnerships to Dominate Market



