

# Athleisure Market Continues to Surge, Projected to Reach \$430.75 Billion by 2024

*The Business Research Company has updated its global market reports, featuring the latest data for 2024 and projections up to 2033*

LONDON, GREATER LONDON, UK, June 18, 2024 /EINPresswire.com/ -- The [athleisure market](#) has witnessed

robust growth in recent years, driven by evolving consumer lifestyles and a growing emphasis on health and fitness. In 2023, the market size reached \$395.44 billion and is poised to grow to \$430.75 billion in 2024, with a compound annual growth rate (CAGR) of 8.9%. This expansion reflects increasing demand for comfortable and versatile clothing that merges athletic functionality with casual style.



You Can Now Pre Order  
Your Report To Get A Swift  
Deliver With All Your Needs  
"

*The Business Research  
Company*

## Rising Sports Participation Driving Market Growth

The increasing participation in sports activities globally is a pivotal factor propelling the athleisure market forward. Sports participation spans from recreational pursuits to competitive sports, fostering greater awareness of physical fitness benefits. According to the National Federation of State High School Associations, high school sports participation in the US alone saw a notable increase,

underscoring a broader trend towards active lifestyles. Athleisure wear's integration into sports apparel enhances its appeal, offering comfort and functionality ideal for diverse athletic endeavors.

Explore the global athleisure market trends and insights:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=15309&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=15309&type=smp)

## Key Players and Market Trends

Leading companies such as Nike Inc., Adidas AG, and Lululemon Athletica Inc. are driving innovation within the athleisure sector. These industry giants focus on technological advancements and sustainability, aiming to enhance product durability and environmental

The Business  
Research Company

Athleisure Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033



impact. For instance, initiatives like bio-based elastane activewear by PANGAIA highlight a shift towards eco-friendly practices, leveraging sustainable materials derived from natural sources to meet consumer preferences for ethical fashion choices.

In-depth analysis of major players and market dynamics:

<https://www.thebusinessresearchcompany.com/report/athleisure-global-market-report>

### Trends in the Athleisure Market

The athleisure market is witnessing significant technological innovations, including the adoption of digital technologies and augmented reality to enhance customer engagement and personalized shopping experiences. Integration of fashion with advanced fabric technologies and design innovations is reshaping consumer expectations, driving demand for premium athleisure products that offer both style and performance.

### Segments of the Athleisure Market

The athleisure market segmentation includes mass and premium categories, catering to diverse consumer preferences and affordability. Products range from yoga apparel, shirts, leggings, to shorts, available through online and offline distribution channels. This segmentation ensures accessibility across demographics, including men, women, and children, reflecting the market's broad appeal and versatility.

### Regional Insights: Asia-Pacific Leads Growth

Asia-Pacific emerged as the largest region in the athleisure market in 2023, fueled by increasing urbanization and rising disposable incomes. The region is expected to maintain its position as the fastest-growing market, driven by expanding consumer awareness and adoption of athleisure as a lifestyle choice.

Gain comprehensive insights into regional dynamics and growth opportunities:

<https://www.thebusinessresearchcompany.com/report/athleisure-global-market-report>

The athleisure market continues to evolve, driven by technological advancements, sustainability initiatives, and changing consumer preferences towards active and healthy lifestyles. With robust growth projections and ongoing innovations, the market is set to expand further, offering lucrative opportunities for stakeholders across the global apparel industry.

[Athleisure Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Athleisure Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on athleisure market size, athleisure market drivers and trends, athleisure market major players, competitors' revenues, market positioning, and market growth across geographies. The athleisure market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Coronary Atherectomy Devices Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/coronary-atherectomy-devices-global-market-report>

Sustainable Athleisure Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/sustainable-athleisure-global-market-report>

Sporting And Athletic Goods Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/sporting-and-athletic-goods-global-market-report>

#### [About The Business Research Company](#)

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

#### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

#### Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[info@tbrc.info](mailto:info@tbrc.info)

Visit us on social media:

[Facebook](#)

X

LinkedIn

---

This press release can be viewed online at: <https://www.einpresswire.com/article/720904712>

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.