

Rugby Apparel Global Market Report 2025 | Business Growth, Development Factors, Current and Future Trends till 2029

The Business Research Company's Rugby Apparel Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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Rugby Apparel Global Market Report 2025

How Much Is The [Rugby Apparel Market](#) Worth?

In the last few years, the rugby apparel market has seen considerable growth. It is projected to expand from \$1.23 billion in 2024 to \$1.38 billion in 2025, with a compound annual growth rate (CAGR) of 11.5%. The impressive growth during the historic period can be credited to factors such as an increase in rugby participation, growing reputation of international tournaments, expanding youth involvement programs, scaling up of professional leagues, a surge in sponsorship agreements, and enhanced media coverage.

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In the coming years, the size of the rugby apparel market is poised to experience significant expansion. It is estimated

to reach \$2.11 billion in 2029 with a compound annual growth rate (CAGR) of 11.3%. Several factors are anticipated to fuel this growth during the forecast period, including a rising demand for eco-friendly materials, greater acceptance of athleisure, the growing influence of digital marketing, the expansion of e-commerce platforms, increasing emphasis on fitness and wellness, and a heightened focus on personalized items. Looking ahead to the forecast period, the key trends to watch out for include improvements in smart fabric technology, integration of wearable technology innovations, advancements in environmentally friendly materials, research into moisture-wicking design developments, better durability and lightweight construction, and

gear specifically designed to prevent injuries.

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What Are The Factors Driving The Rugby Apparel Market?

The surge in sports involvement is anticipated to boost the expansion of the rugby apparel market in the future. The term sports involvement relates to people taking part in physical activities, games, or organized sports for leisure, health, skill enhancement, or competition. This increase in sports participation can be attributed to heightened health consciousness, as more individuals realize the physical, psychological, and social advantages of regular participation in sports. Rugby apparel plays a significant role in promoting sports involvement by giving athletes gear that is comfortable, durable, and optimized for performance. This equipment enhances confidence, safety, and overall sport participation. For example, Sport Ireland, a statutory agency headquartered in Ireland, reported in May 2024 that rugby involvement increased to 1.97 million in 2023, up from 1.75 million in 2022, indicating a 4% rise. Consequently, the climbing sports engagement activity is fueling the demand in the rugby apparel market.

Who Are The Major Players In The Rugby Apparel Market?

Major players in the Rugby Apparel Global Market Report 2025 include:

- Nike Inc.
- Adidas AG
- Decathlon SA
- Puma SE
- Pentland Brands Limited
- Under Armour Inc.
- Asics Corporation
- Mizuno Corporation
- Castore Sportswear Ltd.
- O'Neills Irish International Sports Co. Ltd

What Are The Key Trends Shaping The [Rugby Apparel Industry](#)?

Key businesses within the rugby attire sector, such as Canterbury of New Zealand, are prioritizing innovation, developing products like integrated jerseys in order to augment player performance analysis and fan participation. Smart rugby shirts with integrated sensors that track a player's heart rate, speed, and movement in the present moment, connected jerseys provide critical data. The highly anticipated Heritage British & Irish Lions rugby jersey, for instance, was released by Canterbury of New Zealand, a clothing enterprise based in New Zealand, in November 2024. The jersey displays a richer red tone with a traditional jacquard weave throughout its material, honoring the four unions - England, Scotland, Ireland, and Wales - and showcases a fan-inspired grandad collar. Furthermore, Canterbury's revolutionary Vapodri technology is incorporated into the jersey for increased player comfort and it also incorporates an embedded NFC chip which allows fans to unlock exclusive digital content through the Lions

Clubhouse app.

Which Segment Accounted For The Largest Rugby Apparel Market Share?

The rugby apparel market covered in this report is segmented –

- 1) By Product Type: Upper Wear, Bottom Wear, Accessories, Protective Gear
- 2) By Material Type: Synthetic, Natural, Blends
- 3) By Application: Professional, Recreational
- 4) By Distribution Channel: Online, Offline
- 5) By End User: Men, Women, Kids Or Children

Subsegments:

- 1) By Upper Wear: Jerseys, T Shirts, Hoodies, Sweatshirts, Jackets, Vests
- 2) By Bottom Wear: Shorts, Trousers, Compression Pants, Skorts
- 3) By Accessories: Socks, Caps, Gloves, Bags, Headbands, Wristbands
- 4) By Protective Gear: Mouthguards, Shoulder Pads, Headgear, Shin Guards, Elbow Pads, Knee Pads

View the full rugby apparel market report:

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What Are The Regional Trends In The Rugby Apparel Market?

In 2024, the Rugby Apparel Global Market Report 2025 identified Europe as the dominant region. It is anticipated that the most rapid growth will come from Asia-Pacific in the forecast period. The report incorporates information on regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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