Sports Apparel Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Apparel, Footwear & Accessories (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-sports-apparel-market-industry
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 283.66 billion
Projected Forecast (2031)	USD 283.66 billion
Growth Rate (CAGR)	7.16 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Sports Apparel industry](images/chart_2.png)

![Sports Apparel Market Size](images/chart_3.png)

![Sports Apparel Market Share by Product Type, 2025](images/chart_4.png)

![Sports Apparel Market Share by End User, 2025](images/chart_5.png)

![Sports Apparel Market Growth Rate by Region](images/chart_6.png)

![Sports Apparel Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 283.66 Billion |
Market Size (2031) | USD 400.83 Billion |
Growth Rate (2026 - 2031) | 7.16 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sports Apparel Market Analysis by Mordor IntelligenceThe sports apparel market size is valued at USD 283.66 billion in 2026, growing from the 2025 value of USD 280.17 billion, and is forecast to climb to USD 400.83 billion by 2031, advancing at a 7.16% CAGR during the forecast period. Athleisure adoption, female sports participation, and fabric innovation are steering the sports apparel market toward sustained double-digit revenue gains in key emerging economies. Legacy performance lines, most notably running apparel, keep commanding premium prices as brands add patented moisture-management and thermoregulation technologies. Online channels continue to outgrow brick-and-mortar formats, yet high return rates and fit complexity place a natural ceiling on e-commerce penetration. At the same time, governments from Saudi Arabia to India embed apparel demand in national sports policies that fund facilities and mandate physical education coursework. Competitive intensity remains moderate because agile regional specialists and direct-to-consumer newcomers chip away at the historical dominance of global giants.

Key Report Takeaways

* By product type, Topwear led with 36.55% of the sports apparel market share in 2025, while Outerwear is poised to expand at a 7.42% CAGR through 2031.
* By sport type, running apparel accounted for 37.45% revenue share in 2025 and is forecast to grow at a 7.83% CAGR to 2031.
* By end user, Men retained 58.47% share in 2025, whereas the Children’s segment is projected to post an 8.26% CAGR through 2031.
* By distribution channel, Offline retail commanded 65.33% of 2025 sales, yet Online retail is set to rise at an 8.65% CAGR through 2031.
* By geography, North America captured 48.65% of the 2025 revenue, but the Middle East and Africa region is expected to record the fastest growth, with a 9.15% CAGR from 2026 to 2031.

Key Market Trends

Global Sports Apparel Market Trends and InsightsDrivers Impact Analysis*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Significant Growth in Women Sports Participation Rate	+1.2%	Global, with strongest gains in Middle East, South Asia, and Sub-Saharan Africa	Medium term (2-4 years)
Aggressive Marketing by Reputed Brands	+0.9%	North America, Europe, urban Asia-Pacific	Short term (≤ 2 years)
Influence of Social Media Platforms and Celebrity Endorsements	+1.1%	Global, particularly North America, Europe, and urban APAC markets	Short term (≤ 2 years)
Favourable Government Initiatives to Boost Sports Culture	+1.3%	Middle East (Saudi Arabia, UAE), India, China, select African nations	Long term (≥ 4 years)
Technological Advancements in Fabric Materials For Enhanced Performance	+1.0%	Global, led by North America, Europe, and Japan for R&D; manufacturing in Asia	Medium term (2-4 years)
Growing Adoption of Athleisure Fashion for Casual and Social Occasions	+1.4%	Global, strongest in North America, Western Europe, and affluent APAC cities	Short term (≤ 2 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

The sports apparel market is moderately fragmented, with numerous global and regional players contributing to its competitive landscape. Prominent companies such as Nike, Adidas, Puma, Under Armour, and Lululemon hold significant shares of the market; however, no single player dominates entirely. This fragmentation provides smaller, local players with opportunities to establish themselves by targeting specific niches and catering to unique consumer demands.

The fragmented structure of the market is further highlighted by the wide range of product offerings and the diversity of target audiences. Global brands allocate substantial resources to marketing campaigns, product innovation, and sustainability initiatives to maintain their competitive advantage. Meanwhile, regional brands focus on addressing localized preferences and capitalizing on emerging trends. This dynamic fosters a highly competitive environment, enabling both established and emerging players to coexist and achieve success.

Additionally, companies are increasingly prioritizing investments in research and development and the expansion of their distribution networks to enhance their market positions. Strong consumer loyalty toward established brands and the growing popularity of collaborative product lines have driven manufacturers to focus on these areas, ensuring sustained growth and competitiveness in the market.

Sports Apparel Industry Leaders* Nike, Inc.

* Puma SE

* Lululemon Athletica Inc.

* Adidas Group

* New Balance Athletics, Inc.

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the sports apparel market covers performance-focused clothing and related accessories used for sports and fitness, counted as revenue generated from selling these products globally at the manufacturer level.

Scope exclusions: We exclude athletic footwear and licensed fan merchandise (for example, team jerseys sold mainly as memorabilia).

Segmentation Container

* By Product Type* Top Wear
* Bottom Wear
* Outer Wear
* Socks and Accessories

* By Sport Type* Golf
* Soccer
* Basketball
* Baseball
* Running
* Other Sport Types

* By End User* Men
* Women
* Children

* By Distribution Channel* Online Retail Stores
* Offline Retail Stores

* By Geography* North America* United States
* Canada
* Mexico
* Rest of North America

* Europe* Germany
* United Kingdom
* France
* Spain
* Netherlands
* Italy
* Sweden
* Poland
* Belgium
* Rest of Europe

* Asia-Pacific* China
* India
* Japan
* Australia
* South Korea
* Indonesia
* Thailand
* SIngapore
* Rest of Asia-Pacific

* South America* Brazil
* Argentina
* Colombia
* Chile
* Peru
* Rest of South America

* Middle East and Africa* United Arab Emirates
* South Africa
* Nigeria
* Saudi Arabia
* Egypt
* Morocco
* Turkey
* Rest of Middle East and Africa

Frequently Asked Questions

How large is the sports apparel market in 2026?

The sports apparel market size stands at USD 283.66 billion in 2026.

What is the forecast CAGR for sports apparel sales to 2031?

Revenue is projected to grow at a 7.16% CAGR through 2031.

Which region is expanding fastest in sports apparel demand?

The Middle East and Africa region is forecast to post the highest 9.15% CAGR through 2031.

Which product category is expected to grow most quickly?

Outerwear leads growth with a projected 7.42% CAGR through 2031.