Sportswear Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Sporting Goods & Apparel Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-sportswear-retail-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 518.83 billion
Projected Forecast (2031)	USD 518.83 billion
Growth Rate (CAGR)	5.16 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Sportswear Retail industry](images/chart_2.png)`

`![Sportswear Retail Market Size](images/chart_3.png)`

`![Sportswear Retail Market Share by Product Type, 2025](images/chart_4.png)`

`![Sportswear Retail Market Share by End User, 2025](images/chart_5.png)`

`![Sportswear Retail Market Share by Distribution Channel, 2025](images/chart_6.png)`

`![Sportswear Retail Market Growth Rate by Region](images/chart_7.png)`

`![Sportswear Retail Market Concentration](images/chart_8.png)`

`![Icon](images/chart_9.png)`

`![footer background image](images/chart_11.png)`

`![Mordor Intelligence on Facebook](images/chart_13.svg)`

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

`![Mordor Intelligence on Instagram](images/chart_16.svg)`

`![ESOMAR](images/chart_18.png)`

`![GPTW](images/chart_20.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2022 - 2031 |
Market Size (2026) | USD 518.83 Billion |
Market Size (2031) | USD 667.38 Billion |
Growth Rate (2026 - 2031) | 5.16 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Asia-Pacific |
Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sportswear Retail Market Analysis by Mordor IntelligenceThe Sportswear Retail Market size is expected to increase from USD 488.45 billion in 2025 to USD 518.83 billion in 2026 and reach USD 667.38 billion by 2031, growing at a CAGR of 5.16% over 2026-2031.

The sportswear retail market is supported by a broad rise in regular physical activity, which has shifted demand away from event-led buying toward everyday repeat use. The Sports & Fitness Industry Association reported that 250 million Americans participated in at least 1 sport, fitness, or leisure activity in 2025, the highest level on record, indicating that active lifestyles are reaching a wider consumer base. The Health & Fitness Association stated that 81 million Americans held gym memberships in 2025, with penetration reaching 26.1% among people aged 6 and older, which supports steady replacement demand across footwear, apparel, and accessories. The sportswear retail market is also seeing stronger premium demand, faster digital conversion, and a broader women's consumer base. At the same time, margin pressure from discounting, tariffs, and inventory errors continues to separate stronger operators from weaker ones.[1]Health & Fitness Association, "81 Million Americans Were Members of a Fitness Facility in 2025, New HFA Report Finds," Health & Fitness Association, healthandfitness.org

Key Report Takeaways* By product type, Footwear held 55.11% of the sportswear retail market in 2025, while Apparel is projected to expand at a 7.53% CAGR through 2031.
* By sports type, Running accounted for 30.34% of the sportswear retail market in 2025 and is also forecast to record the fastest CAGR at 7.81% through 2031.
* By end user, Men held 45.67% of the sportswear retail market in 2025, while Women segment is projected to advance at an 8.00% CAGR through 2031.
* By price tier, Mid-Range controlled 50.86% of the sportswear retail market in 2025, while Premium is forecast to grow at a 7.53% CAGR through 2031.
* By distribution channel, Offline Retail held 60.12% of the sportswear retail market share in 2025, while Online Retail is expected to expand at a 12.55% CAGR through 2031.
* By geography, Asia-Pacific captured 35.77% of the sportswear retail market share in 2025 and is projected to grow at an 8.12% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Sportswear Retail Market*Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Rising Demand for Athleisure and Performance Casualwear | +1.5% | Global, with concentrated strength in North America, Asia-Pacific, and Western Europe | Long term (≥ 4 years) |
Omnichannel Retail Expansion and Unified Inventory Models | +0.9% | North America and Europe leading, Asia-Pacific scaling rapidly | Medium term (2-4 years) |
Premiumization of Sportswear and Brand-Led Positioning | +0.8% | North America, Asia-Pacific, and EMEA | Medium term (2-4 years) to Long term (≥ 4 years) |
Growth in Women's Participation in Fitness and Sports | +1.0% | Global, with the highest incremental impact in North America, Asia-Pacific, and MEA | Long term (≥ 4 years) |
Value-Driven Private Label and Exclusive Collaboration Expansion | +0.5% | Europe and North America, with emerging traction in the Asia-Pacific | Short term (≤ 2 years) to Medium term (2-4 years) |
Digital Commerce, Social Selling, and Creator-Led Discovery | +0.8% | Asia-Pacif

ic, North America, and EMEA | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The sportswear retail market is moderately concentrated, with Nike and adidas together accounting for a large share of global sales. At the same time, the remainder is spread across specialist labels, premium challengers, and regional players. That structure gives the 2 largest brands scale advantages in sourcing, marketing, retail presence, and product development. At the same time, the category is not closed, because emerging brands can still gain traction by focusing on a narrow performance identity and building demand through direct-to-consumer channels. Holding's 2025 results showed how that strategy can work, with strong global sales growth and a 41.8% direct-to-consumer mix that supported pricing control and brand visibility. This keeps the sportswear retail market competitive even though the top global names remain highly influential.

Large players are responding through product innovation, channel control, and selective structural moves rather than relying only on advertising scale. Nike expanded its innovation platform set in 2025 and 2026, including Project Amplify, which it described as the world's first powered footwear system for running and walking. Adidas's combined 2025 revenue record and 2026 profit growth target suggest it is managing mix, pricing, and operating execution with greater stability than many peers. ANTA's agreement to acquire a 29.06% stake in PUMA for EUR 1.5 billion is also one of the clearest signs that global consolidation in sportswear remains active and that Chinese groups are pursuing a larger international role. These moves show that the sportswear retail market is being shaped by both organic brand building and capital-led repositioning.

Channel execution is becoming just as important as product strength in determining who gains share. VF's 2026 decision to deploy the Nedap Inventory Engine across more than 1,500 stores showed that inventory accuracy and omnichannel service are now core competitive tools rather than back-end support functions. Lululemon's plan to open 40 to 45 net new stores in 2026 also showed that physical expansion still matters when paired with premium positioning and disciplined product flow. Nike SKIMS added another layer to competition by creating a fresh women's platform that can compete across fit, style, and performance simultaneously. Taken together, these actions suggest that the sportswear retail market will continue to reward companies that combine product credibility, digital control, and cleaner operational execution.

Sportswear Retail Industry Leaders* NIKE, Inc.

* adidas AG

* Puma SE

* JD Sports Fashion plc

* Decathlon S.A.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Sportswear Retail Market Report ScopeBy Product TypeFootwear |
Apparel |
Accessories |
Other Sportswear Equipment |

Segmentation Accordion Item

By GeographyNorth America | United States |
 | Canada |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |
Europe | United Kingdom |
 | Germany |
 | France |
 | Spain |
 | Italy |
 | BENELUX (Belgium, Netherlands, and Luxembourg) |
 | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
 | Rest of Europe |
Asia-Pacific | India |
 | China |
 | Japan |
 | Australia |
 | South Korea |
 | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
 | Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
 | Saudi Arabia |
 | South Africa |
 | Nigeria |
 | Rest of Middle East and Africa |

Frequently Asked Questions

What is driving growth in sportswear retail through 2031?

Growth is being supported by wider participation in fitness and sport, stronger demand from women, greater acceptance of premium products, and faster online conversion rates. The category is forecast to reach USD 667.38 billion by 2031 at a 5.16% CAGR.

Which product category contributes the most revenue?

Footwear remained the largest category with 55.11% share in 2025, supported by higher average selling prices and frequent replacement cycles.

Which consumer group is expanding the fastest?

Women is the fastest-growing end-user segment, with an 8.00% CAGR through 2031, supported by rising participation and stronger brand focus on fit and performance.

Why does running matter so much for sportswear demand?

Running held 30.34% share in 2025 and is projected to grow at a 7.81% CAGR through 2031, making it both the largest and fastest-growing sports-type segment in the report.

How important are digital channels for future sales?

Online Retail is projected to grow at a 12.55% CAGR through 2031, well above the overall category pace, even though Offline Retail still led with 60.12% share in 2025.

Why is Asia-Pacific central to long-term expansion?

Asia-Pacific held 35.77% share in 2025 and is projected to grow at an 8.12% CAGR through 2031, with India and China standing out for scale, digital engagement, and brand expansion potential.