

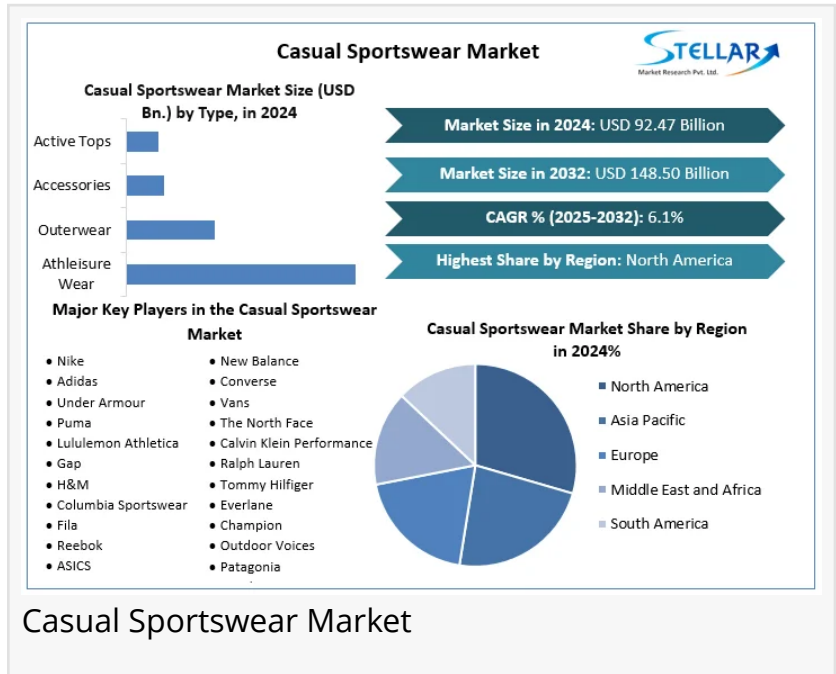
Casual Sportswear Market Accelerates Toward USD 148.5 Billion by 2032 Amid Rising Athleisure Demand

Casual Sportswear Market size was valued at USD 92.47 billion in 2024 to USD 148.50 billion by 2032, at a CAGR of 6.1% during forecast period.

ATLANTA, GA, UNITED STATES, September 8, 2025 /EINPresswire.com/ -- Athleisure leads the charge as North America dominates, with innovations in fabric and digital retail reshaping the competitive landscape.

[Casual Sportswear Market](#) Overview

Casual Sportswear Market size was valued at USD 92.47 billion in 2024 to USD 148.50 billion by 2032, at a CAGR of 6.1% over the forecast period. This growth is driven by shifting consumer lifestyle preferences that embrace both active living and fashion, combined with rapid advances in fabric technology, e-commerce, and athleisure aesthetics.



“

seamless e-commerce experiences, and athleisure's place at the heart of modern culture.”

Dharati Raut

Key Highlights

Dominating Region:

North America currently leads the market—thanks to its pro-health culture, widespread adoption of athleisure, and deep disposable income.

Leading Segment:

Athleisure wear stands as the most significant category, outpacing others in both market share and growth—highlighting consumers' demand for performance-meets-style apparel.

To know the most attractive segments, click here for a free sample of the report:
https://www.stellarmr.com/report/req_sample/Casual-Sportswear-Market/1533

Key Driver:

The fusion of innovative performance fabrics (like moisture-wicking and stretch materials), the enduring athleisure trend, and the expansion of online distribution channels are pivotal in pushing market momentum forward.

Recent Developments

Market Forecast (2024–2032):

Casual Sportswear Market is expected to grow to USD 148.50 billion by 2032, up from USD 92.47 billion in 2024, reflecting a 6.1% CAGR. The study period spans 2025 to 2032.

Key Players & Strategic Moves:

Established global brands such as Nike, Adidas, Puma, Under Armour, Lululemon, and Reebok continue to lead the innovation curve—investing heavily in technical fabrics, incorporating wearable tech, and enhancing their omnichannel footprint.

Regional Growth Accelerator:

Asia-Pacific emerges as the fastest-growing region, propelled by rising middle-class spending, fitness awareness, and increasing affinity for western-style athleisure.

Market Dynamics

Lifestyle Shift Toward Wellness: Consumers increasingly prefer active lifestyles, driving demand for apparel that is suitable for both workouts and everyday wear.

Athleisure as Fashion Staple: The convergence of athletic functionality and universal comfort has propelled athleisure from niche to mainstream fashion.

Technological Fabric Innovation: High-performance textiles with features like breathability, stretch, and moisture control are now standard—and expected.

Digital Shopping & E-commerce Boom: The expansion of online retail platforms enhances accessibility and fosters experimentation across demographics.

Sustainability on the Rise: Growing environmental awareness pushes brands to adopt sustainable materials and processes, even as supply chain complexities remain a challenge.

Regional Analysis

North America:

Holds the largest market share—fueled by athleisure popularity, high purchasing power, and strong digital penetration.

Europe:

Particularly Western Europe is a solid secondary market, integrating athleisure into everyday fashion with a focus on design and quality.

Asia-Pacific:

Now the fastest-growing region, enabled by the urban middle class, youth fitness culture, and Western-brand influence.

Middle East & Africa:

Growth is emerging, characterized by a balance of comfort and cultural preferences—momentum is building in Gulf states.

South America:

While lagging compared to APAC, growing urbanization and lifestyle shifts are setting the stage for future expansion.

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Product Segmentation

By Type:

Athleisure Wear (market leader)

Outerwear

Accessories

Active Tops

By End User:

Fitness Enthusiasts (performance-driven consumers)

Athleisure Consumers (style- and comfort-oriented everyday users)

By Distribution Channel:

Retail Stores (flagship and specialty outlets)

E-commerce / Online Retail (the fastest-growing channel)

Specialty Sportswear Retailers

Key Trends

Enduring Athleisure Dominance: Its integration into daily wardrobes continues to widen the market base.

Digital & Direct-to-Consumer Expansion: Online platforms are lowering barriers and enhancing personalization.

Celebrity & Influencer-Driven Launches: Athlete and celebrity collaborations create curated fashion drop culture with loyal followings.

Sustainable & Niche Eco Brands Emerge: Ethical fashion players are gaining traction among conscious consumers.

Wearable Tech & Smart Apparel: Integration of sensors and adaptive fabric technologies enhances product appeal and utility.

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