

## Fitness Clothing - US - October 2014

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“The fitness clothing industry is at a three-way intersection of fitness, leisure, and fashion. Consumers are demanding clothing options that are versatile and reflective of their busy lifestyles. The industry is being transformed by changing lifestyles, shopping habits, wallet thresholds, and technological prowess.”

– Diana Smith, Senior Research Analyst, Retail & Apparel

### This report looks at the following areas:

- How is obesity impacting the fitness clothing market?
- Who are the most fervent fitness clothing buyers?
- What do consumers want in their fitness wear?

The fitness clothing market is on the rise. The avid exercisers and those who are recently inviting exercise into their lives more frequently are certainly contributing to the uptick in the market; however, the growth stems more from consumers' increased desire for casualization in all forms. A major trend in the industry is that activewear is being worn more often for casual purposes, blurring the lines between fitness and leisure. In such a technologically savvy world where multitasking is virtually a requirement, consumers are seeking clothing options that are versatile and reflective of their busy lifestyles.

Competition is increasing, both from core fitness clothing brands as they roll out more casual lines and continue to innovate with fabrics, technology, styles, etc, as well as from traditional clothing retailers who are introducing fitness apparel lines. One thing that's for sure is that there is not a dearth of comfortable clothing to wear to the gym, or out on the street, or anywhere in between, and this trend is not likely to change for the foreseeable future.

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