

Activewear - US - October 2016

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The activewear sector is thriving in an otherwise soft apparel and footwear market. The onset of fitness trackers and other wearables is helping to positively influence change when it comes to health management. This should lead to higher levels of exercise, which in turn should propel the market forward."

- Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- Obesity worsens in an aging society
- Are brands getting lost in an activewear abyss?
- Market is saturating

This Report covers the US market for activewear including men's and women's sports apparel and sweat clothes. It examines types of clothing purchased, retailers shopped, and consumers' attitudes and behaviors related to buying apparel in this category. The primary focus is on purchases made for oneself versus for others.

Athletic accessories and fitness equipment are excluded. While athletic shoes and wearable technology are mentioned in the Report, they are not the main focus, as they are covered in the following Reports:

- **Mintel's Men's and Women's Footwear – US, September 2016**
- **Mintel's upcoming Wearable Technology – US, December 2016**
- **Mintel's Wearable Technology – US, December 2015**

This Report builds on the analysis presented in Mintel's *Fitness Clothing – US, October 2014* and *September 2011* as well as *Outdoor Enthusiasts – US, February 2015*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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