

Sports Fashion - UK - December 2017

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“As the clothing market struggles due to consumers reaching ‘peak stuff’, sports fashion defies this and continues to gain momentum. Thanks to the popularity of the health and fitness market there is continued demand for trend-led sports apparel, with more non-specialists getting in on the action.”

– Chana Baram, Retail Analyst

This report looks at the following areas:

- Interest in experiences helps drive athleisure market
- Athleisure has gone from a trend to a permanent fixture

The sports fashion market continues to remain an important part of the clothing retailing sector. As sportswear is increasingly being seen as acceptable attire for everyday wear, athleisure should no longer be seen as a trend, but an integral part of the clothing market.

As the health and wellness trend continues to gain momentum, sports participation has increased nine percentage points between 2016 and 2017. This is having a knock-on effect on the sports fashion market, as people are purchasing more fashion-forward sportswear to wear for both the gym and work.

Online retailers such as Amazon and ASOS are set to disrupt the sportswear market with own-branded sportswear. Amazon in particular is a threat as it is already the most popular retailer for sportswear. However, sports specialists such as JD Sports and Sports Direct, as well as sports brands, such as adidas and Nike, remain popular.

There is an opportunity within the sports fashion market for retailers and brands to think outside of the box. Consumers are becoming wary of celebrity collaborations and the use of fashion models in campaigns, and are now showing a preference for brand collaborations. Furthermore, there is a huge focus on attracting Millennials, creating an opportunity in the market for fashionable sportswear aimed at an older consumer.

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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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 - The facts
 - The implications

The Market – What You Need to Know

- Sports participation grows
- More people are spending on experiences
- Wellness and health trend drive athleisure

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