Athleisure has been popular for the past five years, and there is no sign of it falling out of favour.”  
– Summer Xia, Research Analyst

This report looks at the following areas:

• Quick response to the outbreak of coronavirus
• How can luxury brands break ground in athleisure?
• Unlocking the full potential of KOLs in athleisure retailing

Although leading athleisure brands have seen an economic hit during the recent coronavirus outbreak, the negative impact is likely to be temporary as Chinese urbanites are getting more health-conscious and increasing demand for all-round sportswear. Facing the challenge from fashion brands and luxury brands in the athleisure market, sportswear brands remain very competitive in brand equity, product design, and professional athletic apparel. Sports brands are leading in meeting the consumer needs for comfort and good fit.

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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Adidas
Lululemon
Under Armour
Li-Ning
Anta Sports Products
Semir
Uniqlo
Canada Goose

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Demanding chic sportswear...
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Robust growth in sales
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**Sales Performance**

Nike
Adidas
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Report Price: £3302.97 | $4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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