

Athleisure - US - 2022

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This report looks at the following areas:

- Athleisure items purchased
- Preferred retailers when purchasing athleisure
- Reasons for wearing athleisure
- Important athleisure attributes
- Attitudes toward athleisure

Athleisure continues to be a fast-growing market as consumers see the potential to use items for both fitness endeavors and at-home leisure. In fact, 55% of consumers wear athleisure for both relaxing and exercising at home. This means there is a huge opportunity for brands to tap into both occasions and show versatility for their items or even expand their lines for both exercise and everyday purposes.

Rising inflation will dampen consumers' ability to purchase items, meaning they will be on the lookout for brands that can offer great value. Consumers want to make the most of their dollars: brands will need to emphasize quality, price, and longevity of an item to encourage purchase. However, inflation could also mean that consumers may scale back on how much athleisure they buy, look for less expensive brand options, and re-prioritize what "essential" items are (ie perhaps not athleisure).

Athleisure brands face a very fragmented market. Consumers have a plethora of options to choose from with little to no centralized way to discover brands. Brands can get lost in the noise of the growing market, making it difficult to connect with consumers and to foster a loyal shopper base. Partnerships with retailers or brands outside the market could be options for brands to explore.

Overall, the athleisure market is ripe with opportunity. Some of the biggest opportunities include highlighting the versatility of items showing how they can be worn for a range of activities, offering interactive, in-store experiences, and curating clothing for those consumers who are highly interested in athleisure.



"The athleisure market is seeing significant growth, thanks in part to the pandemic as well as the hybrid working environments consumers now live in. As consumers continue to wear these items for both fitness activities and everyday tasks, there are huge potential opportunities for brands."

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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The market will continue to be boosted as employers continue to offer a hybrid working environment and consumers continue to casualize fashion.

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Category outlook, 2022-27
- **Opportunities and challenges**
- **A more casual environment, hybrid working opens opportunity for athleisure**
- **Athleisure brands should embrace sustainability options**
- **Home in on holistic health**
- **Incorporate tech into the shopping experience**
- **Key consumer insights**

MARKET LANDSCAPE

- **Athleisure is here to stay and growing quickly**

MARKET FACTORS

- **Consumers, brands face tough economic headwinds**
Figure 2: Consumer Price Index change from previous period, 2007-22
- **An increased focus on health and wellness opens doors for athleisure brands**
- **A new law could bring more scrutiny to the acts of athleisure brands**

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Athleisure brands eye sustainability initiatives**
- **Circular economy initiatives see growth**
Figure 3: Lululemon taps into the circular economy with Like New option
- **A change in work habits offers new opportunities**
Figure 4: Abercrombie & Fitch launched new activewear line YPB
- **New avenues emerge for greater consumer outreach**
Figure 5: New marketplace Apparelle focuses in on athleisure
- **Athleisure brands tackle mental health**

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Figure 6: Gymshark opens a barbershop to help with men's mental health

- **Incorporating technology can help consumers address fitness, track performance**

Figure 7: Wearable X smart yoga pants help yogis correct posture

THE ATHLEISURE CONSUMER – FAST FACTS

ATHLEISURE CONSUMER SEGMENTS

- **Consumers are engaged with their health and wellness routines**

Figure 8: Athleisure consumer segments, 2022

- **Attentive Actives well-represented regardless of age, gender, race and more**

Figure 9: Athleisure consumer segments, by key demos, 2022

ITEMS PURCHASED

- **Athleisure comprises a significant amount of consumers' closet space**

Figure 10: Percentage of athleisure items in wardrobe, 2022

- **Younger consumers drive athleisure wear**

Figure 11: Athleta shows how its clothing can be used for everyday activities

Figure 12: Percentage of athleisure items in wardrobe, by key demos, 2022

- **Items purchased are influenced by activity, time between purchases**

Figure 13: Items purchased, 2022

- **Younger consumers purchase a wide range of items**

Figure 14: Items purchased, by gender and age, 2022

RETAILERS SHOPPED

- **Retailers need to focus on the omnichannel experience for athleisure consumers**

Figure 15: Retailers purchased, 2022

- **Involved athleisure consumers seek out the latest styles**

Figure 16: Retailers purchased, by athleisure consumer segments, 2022

- **Gen Z, Millennials look across wide range of retailers to purchase athleisure**

Figure 17: Retailers purchased, by generation, 2022

REASONS FOR WEARING ATHLEISURE

- **Athleisure is a dichotomous category**

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Infographic Overview

Powerpoint Presentation

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Figure 18: Reasons for wearing, 2022

- **Activity participation influences when and why athleisure is worn**

Figure 19: Reasons for wearing, by athleisure consumer segments, 2022

- **Women seek athleisure for everyday options; men want elevated options**

Figure 20: Lululemon highlights pockets in its latest lineup

Figure 21: Reasons for wearing, by gender, 2022

IMPORTANT ATHLEISURE ATTRIBUTES

- **Comfort, price, and durability all add value for consumers**

Figure 22: Important attributes, 2022

- **Older consumers look for function, younger consumers seek style**

Figure 23: Important attributes, by generation, 2022

- **Men see athleisure brands as a way to express themselves**

Figure 24: Important attributes - brand, by gender, 2022

Figure 25: Nike's "What are You Working On" series encapsulates the best athletics offer

ATTITUDES TOWARD ATHLEISURE

- **Consumers view athleisure with multiple use cases**

Figure 26: Attitudes - Athleisure occasion, 2022

- **Attentive Actives, Athletic Comfortables differentiate between their athleisure items**

Figure 27: Attitudes - Athleisure occasion, by athleisure consumer segments, 2022

- **Name, quality and experience are all important purchase factors**

Figure 28: Attitudes - Preferred purchase habits, 2022

- **Attentive Actives are highly selective in their purchase process**

Figure 29: Attitudes - Preferred purchase habits, by athleisure consumer segments, 2022

- **Consumers seek out practical features, environmentally-friendly options**

Figure 30: Attitudes - Features, 2022

- **Practical features help consumers move from one activity to the next**

Figure 31: Attitudes - Features, by athleisure consumer segments, 2022

- **Consumers see a bright future for athleisure**

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Figure 32: Attitudes – Future desires, 2022

- **Attentive Actives and Athletic Comfortable consumers pay attention to aesthetics**

Figure 33: Attitudes – Future desires, by athleisure consumer segments, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**

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