

Activewear - US - October 2018

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"The activewear market continues to help lift the broader apparel market which has softened in the past few years as consumers have prioritized spending on experiences rather than tangible goods. More consumers are exercising and prioritizing their health and this should continue to fuel the market for performance items."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

Comparable to this trend, there's also a very noticeable pattern of lifestyle marketing within the industry as brands and retailers look to evolve activewear to the next phase, which ironically doesn't always involve exercise occasions but rather everyday activities.

- **Apparel industry experiencing softness**
- **Activewear, and particularly athleisure, becoming ambiguous terms**
- **Intense competition squeezes specialty stores**

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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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