

# Wellness as a Key Value Driver in Sportswear

February 2023

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## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

Sportswear outperforms apparel and footwear, but growth slows down

Australasia and Asia Pacific grew faster, but North America remained the largest market

Boosted by the pandemic, casualisation benefited sports-inspired categories

Top 10 players strengthen their position, but new brands venture into sportswear

E-commerce and retail offline will have to learn to live together

## WELLNESS AS A LIFESTYLE

Focus on health and wellness among top trends shaping the fashion industry

Wellness' impact across industries expected to continue in the long run

The pandemic heightened public concerns around health and wellness

Wellness becomes embedded into consumer lifestyles

COVID-19 pandemic impacted wellness-related industries differently

A renewed definition of health involves a more proactive approach

The wellness consumer: Active, with a community mindset and digitally engaged

## PHYSICAL ACTIVITY AS A PATHWAY TO WELLNESS

Physical activity increases across the globe since the pandemic...

...but differences remain among consumer segments and geographies

Factors preventing exercise differ across incomes, geographies, genders and generations

Factors preventing exercise differ across incomes, geographies, genders and generations (2)

Factors preventing exercise differ across incomes, geographies, genders and generations (3)

Factors preventing exercise differ across incomes, geographies, genders and generations (4)

Austrians return to their sporty lifestyles benefiting sales of outdoor apparel

Dynamic outdoor Chinese market attract new entrants and store openings

Expanding the consumer base, a lesson learnt from sports nutrition

Sports nutrition brands GymBeam and Atkin venture into sportswear in the Czech Republic

Sports apparel and footwear brands can find consumers beyond fitness enthusiasts

Case study: Lane Eight teams up with Shake Shack for a limited-edition sneaker

Case study: golf wear brand Pearly Gates speaks to and attracts Gen Z/ Millennial consumers

Mental health, an area of opportunity for sportswear brands

Case study: Nike Mind SETS programme asks consumers "how are you feeling?"

## WELLNESS GOES BEYOND ONESELF

The holistic approach to wellness is personal, social and global

Stricter regulations to further support consumers' demand for sustainability strategies

Appreciation for sports is linked to nature and preserving the planet

Case study: Patagonia's boldest move so far on its quest to fight climate change

Consumers want to stay at home, but being part of a community

Sportswear and DEI: Refocusing the attention to female consumers

Case study: Asian brand Maia Active embraces body positivity

Circularity has become a must for fashion, and resale appears to be an option with potential

Case study: lululemon launches resale program Like New

## DIGITAL WELLNESS ON THE RISE

Omnichannel is a must for sportswear brands

Case study: Nike opens world's first "Nike Style" concept store in Seoul

Consumers are open to digital tools that help to achieve health and wellness goals

Home as a health hub is re-emphasised, boosting home fitness and digital wellness

Technology to boost personalisation for health-focused sportswear

Case study: Antarctic pioneers smart clothing innovation in Chile

## WHAT'S NEXT?

Sportswear will continue to outperform the overall industry over the forecast period

Physical activity will continue to gain relevance in the coming years

Sustainability and DEI will be at the core of sportswear brands' strategies moving forward

Sportswear brands can accompany their customers' wellness journey, digitally

Consumers will choose sportswear brands aligned to their renewed definition of wellness

## APPENDIX

Definitions (1/2)

Definitions (2/2)

## About Euromonitor International

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