

Adidas Case Study: Running Apparel



Adidas Running Consumers: Who They Are & Where They're Growing

Target Consumers

- **Age:** 18–44 year-olds; most revenue from Millennials and younger Gen X, however big emphasis on establishing brand loyalty with Gen Z
- **Gender:** Balanced, but growing appeal among women
- **Location:** Primarily urban consumers in Europe, North America & China
- **Income:** Middle to upper-middle class; many earn >\$100k
- **Lifestyle:** Fitness-driven, runners of all levels, casual-experienced who value performance + style
- **Values** Innovation, style, sustainability, and trend alignment

WHO IS ADIDAS TARGET AUDIENCE?



The more experienced the runner, the more likely they are to buy running apparel (55% more likely than the average runner).

GEN Z ZOOM – More young runners are embracing the sport than ever before with 47% of entrants being aged 35 and under.

When Gen Z Start buying running gear, the average spend on a full kit is over £300

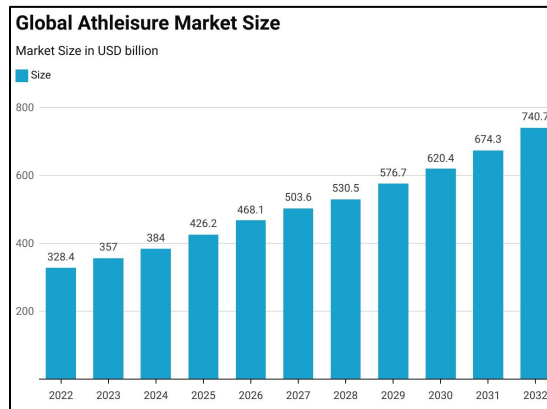
Question 1 – Target Consumer Analysis: How do you perceive the current trend of running performance and lifestyle/ fashion moving closer together?

Performance Meets Style in Running Apparel

- Running apparel is now worn beyond workouts, it's part of everyday wardrobe
- 66% of Gen Z and Millennials wear athleisure multiple times per week
- Collaborations with designers & artists reflect the merging of performance and aesthetics
- Women's and Gen Z segments are leading the call for style-driven function

What This Means for The Running Apparel Market

- **Must deliver on function and style:** apparel must deliver both performance and visual appeal
- **Design is a competitive differentiator:** bold, modern looks can drive sales as much as innovation
- **Strategic collaborations:** Collaborations with fashion brands to build credibility and
- **Marketing must evolve:** campaigns need to highlight versatility, incorporate cultural elements, and partner with influential athletes to celebrities to drive interest
- **Product life cycles change:** seasonal updates and capsule drops gain importance in a trend-driven space
- **Retail experiences shift:** consumers expect curated, fashion-forward presentation in stores and online



Question 2 - Identify the leading running apparel brands and assess their strengths, weaknesses, and opportunities.

Top Competitors: Nike, ASICS, & Under Armour

Running Apparel Market Leaders

- 1 Nike, Inc.
- 2 Adidas AG
- 3 Under Armour, Inc.
- 4 ASICS Corporation
- 5 Puma SE

*Disclaimer: Major Players sorted in no particular order

Study Period	2019 - 2030
Base Year For Estimation	2024
Forecast Data Period	2025 - 2030
CAGR	4.51%
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

Major Players



*Disclaimer: Major Players sorted in no particular order

Competitor Analysis: Nike



Strengths

- Strong brand name, trust, and credibility and running history
- Large market share, holding roughly 35% of the running shoe market
- Strong R&D and innovation capabilities: Flyknit, ZoomX
- Broad digital ecosystem: Nike run club, etc
- Extensive sponsorship network, pro runners, coaches, and events
- Strong established presence in Americas (leading segment in running apparel)

Weaknesses

- Premium pricing limits appeal in budget-sensitive markets
- Slower innovation across lower price points
- Over-reliance on North American market
- Footwear overshadows Apparel visibility
- Serious runners may gravitate more towards niche brands

Opportunities

- Utilize Nike Run Club to deepen engagement, integrate new tech trends, and reach new runners
- Utilize strong streetwear and fashion presence to tap into growing athleisure segment
- Utilize strong innovation to become a leader in performance, and sustainable products
- Expand into growing markets, notably Asian Pacific

Competitor Insights: Nike

Strategy

- Recent renewed focus on running as part of “core DNA” with new CEO (Elliott Hill)
- Planning numerous 2025 running shoe launches (Pegasus Premium, Vomero 18, and Structure 4) following only a few in 2024

Product & Tech

- Launched new models: *Pegasus Premium*, *Vomero 18*, and *Cosmic Runner*, the first dedicated running shoe for kids
- Updated Nike Run Club (NRC) with live tracking, personalized coaching, and weather-based tips
- Continued innovation development of ZoomX foam running shoes and elite carbon-plated racing shoes

Community & Marketing

- In June sponsored athlete Faith Kipyegon will attempt to break the 4-minute mile as part of the “Breaking4” campaign
- Apparel campaigns highlighting product performance and climate adaptation, “Winning Isn’t Comfortable”
- NRC gamification and challenges drive user engagement



Running Revamp

Nike has lost share in the **running** category for the last several quarters as competitors like Asics, Hoka, On and Brooks gain steam. Part of this lag has stemmed from a general lack of innovation in the category as well as a failure to strongly embed in the run specialty channel.

In its most recent earnings call, **Nike** leadership doubled down on renewed efforts to win in **running**. Chief financial officer Matthew Friend noted that the category’s order book for spring 2025 is set for double digit growth compared to the prior year. He also touted product enhancements like a new maximum cushioning system, new trail silhouettes and new franchises for under \$100 a pair.

Competitor Analysis: ASICS Corporation



Weaknesses

- Smaller recognition in lifestyle and fashion spaces, Seen more as a “functional” than fashionable brand
- Smaller marketing and ad spend budget
- Slower to adopt certain tech trends
- Slower to adopt to new sales channels, like DTC or ecommerce

Strengths

- Deep heritage in running performance
- Loyal consumer base, highly trusted among more serious or injury prone runners
- Strong R&D and innovation (GEL cushioning, etc)
- Integrated running ecosystem, apps and race registration platforms
- Strong brand positioning around mental health
- Strong performance in China and Asian pacific

Opportunities

- Utilize recent partnership with google's AI to become leader in personalized digital coaching
- Build upon Nagino collection to tap into growing women's market
- Utilize strong mental health messaging to capitalize on growing wellness movement through products tied to holistic running and mindfulness

Competitor Insights: Asics Corporation

Strategy

- Clear goal: become the world's #1 performance running brand
- *OneASICS* loyalty program: Exclusive discounts, free shipping, free returns, etc

Product & Tech

- Recently Created **Run Concierge** (first of its kind AI race-prep tool) with Neurun & Google
- Launched New Models: *Metaspeed Sky Tokyo*, *Edge Tokyo*, and *Ray* (for more experienced runners)
- Launched apparel focused women's *NAGINO* line in 2023 (adjustable bras, climate-mesh jackets)

Community & Marketing

- Hosted events like *Tokyo: Speed:Race*, supporting amateur and elite runners
- Engaged globally by sponsoring Refugee Athletes at Paris 2024

RunConcierge^{AI}

powered by **neurun**

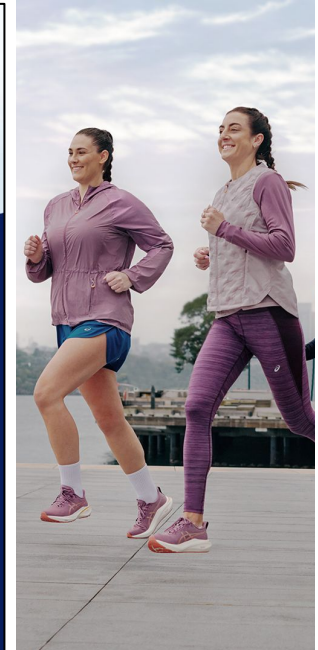
🔍 How is this **different** from other AI tools?

No Run Concierge is the same

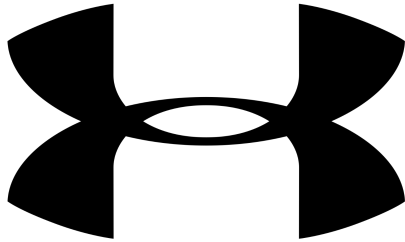
Run Concierge is a first-of-its-kind AI-driven platform that integrates the latest advancements from Google Maps and Google Cloud to serve as a personal AI running guide! It's artificial intelligence for **your** events that **you** can teach.

- Run Concierge pulls information directly from your race website and provided resources.
- **You** control the accuracy by adding or removing source material.
- Think of it like a **digital brain** for your events, offering instant support to your community!

● ● ● ●



Competitor Analysis: Under Armour



UNDER ARMOUR

Strengths

- Strength in apparel products compression, and moisture-wicking, etc
- Strong innovation pipeline, through human performance lab
- Strong marketing towards performance-driven athletes
- Strong sponsorship network with elite runners and other professional athletes
- Strong North American presence

Weaknesses

- Lacks strong identity in running; more associated with team sports
- No longer in the running app space
- UA lacks a widely recognized go-to model for runners.
- Possible over reliance on North American market
- Struggling in e-commerce, 27% digital revenue drop in Q4 FY2025

Opportunities

- Focus on strength in fabrics to tap into athleisure market and fashion collaborations
- Leverage knowledge gained through Human performance lab to introduce injury-prevention or recovery-focused running gear

Competitor Insights: Under Armour

Strategy

- Rebuilding its running segment under returning CEO Kevin Plank, focusing on cutting-edge product innovation
- Prioritizing full-price, premium product strategy

Product & Tech

- Sold digital fitness platform, MapMyRun in 2023
- Introduced *NEOLAST*: a sustainable spandex alternative in performance apparel
- Launched Flow Velociti Elite, Elite 2, and Elite 3 as carbon-plated flagship racing shoes
- Emphasis on HOVR+ foam, lightweight shoes, and all-rubberless sole construction

Community & Marketing

- Focusing on its underdog story appeal
- Sponsored runner Sharon Lokedi, came in first place, and broke world record at the 2025 Boston Marathon
- Launched UA Rewards in 2023 to strengthen DTC engagement and increase repeat purchases



Question 3: Range Planning Opportunities – What are current trends in the running industry?

Running Apps: The Rise of Personalization and Gamification

Running apps are evolving into social platforms, allowing users to join challenges, share progress, and build community

Wearable Technology: 7 in 10 Gen Z runners use a smart watch for running, able to track health, heart rate, and sleep data

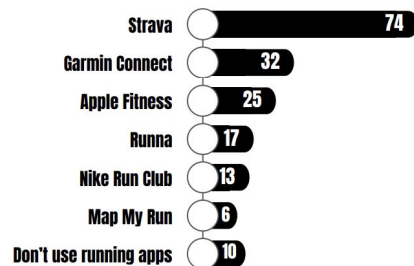
AI Personalization and Smart coaching: Apps are getting way smarter, they now adjust your training plans based on data from in app, or from integration with wearable technologies

Gamification: Compete in challenges, earn badges, completing streaks, and entering virtual races keeps things fun engaging

Premium monetization models: More apps are offering “pro” versions where you can pay for exclusive features, or access to special features and content.



GEN Z RUNNING APPS USED (%)



Join a challenge



Go For Time. Run 30k
30K. Clear your calendars, folks.
4 days remaining

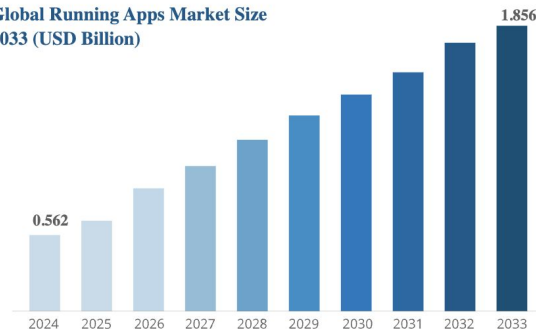


March Weekly Challenge
Run 15 kilometers this week.
4 days remaining



March 50K Challenge
Run 50 kilometers this month.
4 days remaining

Global Running Apps Market Size
2033 (USD Billion)



Question 3: Range Planning Opportunities – What are current trends in the running industry?

The Growing Influence of Social Media on Running Apparel

63% of runners find their gear through platforms like TikTok and Instagram

- Running influencers have become key voices in the community, shaping trends and consumer preferences.
- Social platforms are filled with content focused on training advice, nutrition, recovery, and best practices.
- Influencers play a critical role in driving purchase decisions and represent a powerful, growing sales channel.

SOCIAL MEDIA HAS A POWERFUL INFLUENCE ON RUNNING TRENDS, OFFERING A SOURCE OF INSPIRATION AND EDUCATION



The great running boom on Instagram. I also felt quite burnt out from my job and wanted to get outside. The two and two just added up and made sense to do.



My boyfriend ran, I followed a lot of runners on Instagram and then signed up for my first 10k.



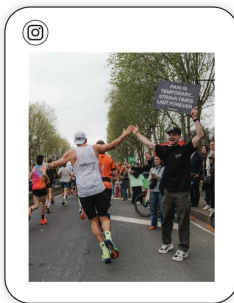
Inspiration from those online and desire to become fitter and compete.



Social media certainly helped, seeing all the running content motivated me to get out and try running. Turns out I'm good at it and love getting outside.



Wanted to improve my fitness, watched lots of TikTok's on tips.



INSTAGRAM, TIKTOK AND YOUTUBE ARE THE LEADING PLATFORMS

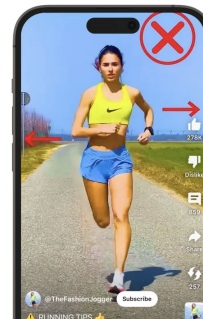
INSTAGRAM - 75%



TIKTOK - 49%



YOUTUBE - 31%

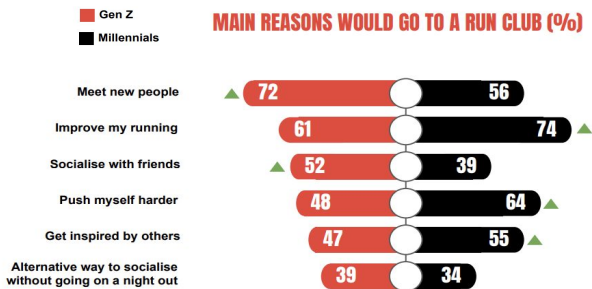


Question 3: Range Planning Opportunities – What are current trends in the running industry?

The Rise of Run Clubs: Places to Socialize, Improve, and Date?

Strava Trend Report 2024: Findings show a huge rise in run clubs and group activities with ‘making social connections’ revealed as the lead motivator for people to exercise.

- Group activities boomed: A 59% increase in running club participation globally in 2024
- Fitness through friendship: 58% of survey respondents said they made new friends via fitness groups, while nearly 1 in 5 Gen Z went on a date with someone they met through exercise – and were 4x more likely to want to meet people through working out than at the bar
- Stronger bonds meant more miles: 40% average increase in activity length (runs, rides, hikes) with more than 10 people versus when alone



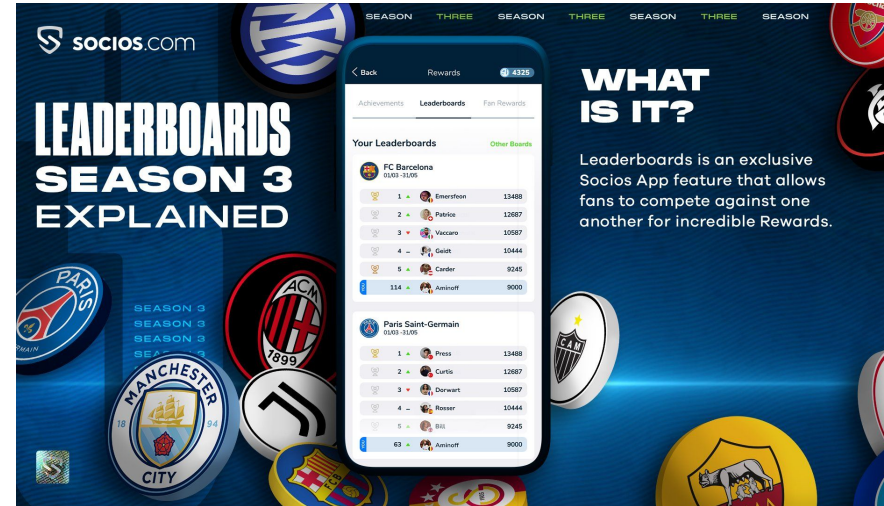
Question 3 - Range Planning Opportunities: How does the future of running apparel look like from your POV business wise?

Future of Running Apparel: Blending Running, Rewards, and Digital Culture

Where I See the Future of the Running Apparel Industry

Running is becoming a community activity, both physically and digitally, and the future of the industry, business wise, will be about authentically entering and engaging these communities.

- Partner with running influencers on social media to reach growing Gen Z audience authentically
- Lean into fashion collaborations and athleisure,
- Create challenges on running apps to engage running community, rewards could include access to exclusive gear, running events, or colorways, etc
- Web 3 and NFTs can be a powerful tool for engagement, as runners can achieve “tokens” and exchange them for rewards



Professional football clubs are already utilizing “fan tokens” to encourage engagement



Thank You

Question 2 – Identify the leading running apparel brands and assess their strengths, weaknesses, and opportunities.

Top Competitors: Nike, ASICS, and Under Armour

Study Period	2019 - 2030
Base Year For Estimation	2024
Forecast Data Period	2025 - 2030
CAGR	4.51%
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

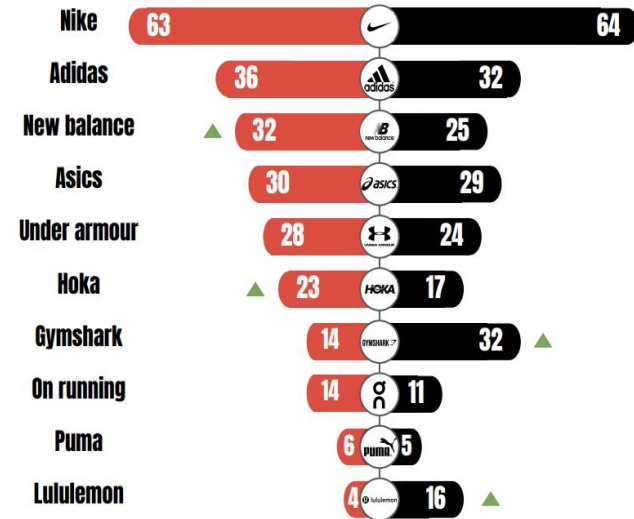
Major Players



*Disclaimer: Major Players sorted in no particular order

■ Male
■ Female

GEN Z'S FAVOURITE RUNNING CLOTHING BRANDS (%)



Question 2 - Identify the leading running apparel brands and assess their strengths, weaknesses, and opportunities.

Top Competitors: Nike, ASICS, and Under Armour

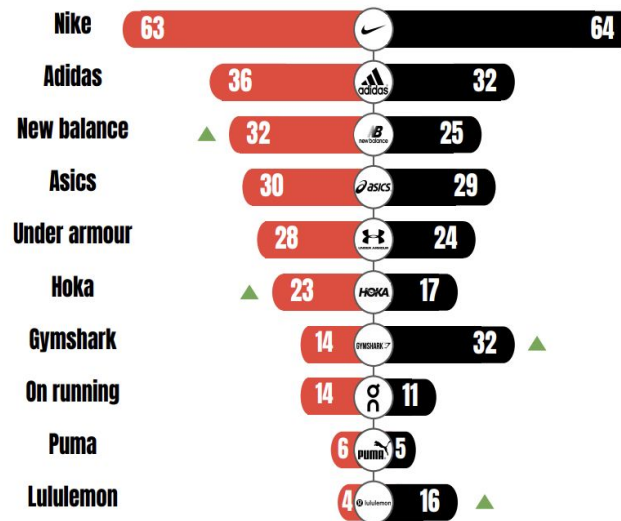
Running Apparel Market Leaders

- 1 Nike, Inc.
- 2 Adidas AG
- 3 Under Armour, Inc.
- 4 ASICS Corporation
- 5 Puma SE

*Disclaimer: Major Players sorted in no particular order

■ Male
■ Female

GEN Z'S FAVOURITE RUNNING CLOTHING BRANDS (%)



Question 3: Range Planning Opportunities – What are current trends in the running industry?

Run Clubs: Places to Socialise, Improve and Date?

Strava Report: Findings show a huge rise in run clubs and group activities with 'making social connections' revealed as the lead motivator for people to exercise.

- Group activities boomed: A 59% increase in running club participation globally in 2024
- Fitness through friendship: 58% of survey respondents said they made new friends via fitness groups, while nearly 1 in 5 Gen Z went on a date with someone they met through exercise – and were 4x more likely to want to meet people through working out than at the bar
- Stronger bonds meant more miles: 40% average increase in activity length (runs, rides, hikes) with more than 10 people versus when alone

WITH GEN Z BEING SIGNIFICANTLY MORE LIKELY TO GO TO A RUN CLUB TO SOCIALISE VS. IMPROVE PERFORMANCE



Question 2 – Competitive Analysis: What insights can you provide regarding our competitors in the running apparel market?

Competitor Insights

Running Apparel Competitor News

Nov 2022 – Nike launched the *Swoosh* project, an NFT marketplace on the Polygon blockchain, offering virtual apparel including sneakers, clothing, and collectibles as part of its Web3 expansion.

Nov 2022 – ASICS released the *ASICS x Solana UI* collection, featuring limited-edition GT-2000 11 running shoes in “light mode” and “dark mode” designs, symbolizing a balance between tech and physical activity.

May 2022 – Lululemon opened its first overseas tech center in *Bengaluru, India*, to enhance infrastructure and support global expansion beyond North America.



Question 1 – Target Consumer Analysis: How do you perceive the current trend of running performance and lifestyle/ fashion moving closer together?

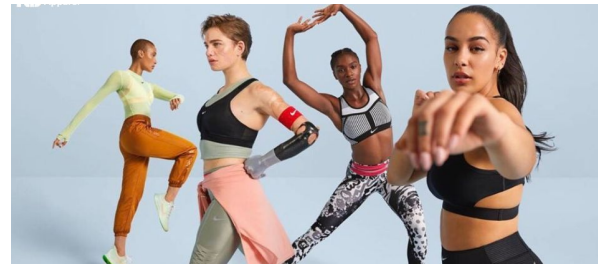
Performance Meets Style in Running Apparel

Key Trends

- Running apparel is now worn beyond workouts, it's part of everyday wardrobe
- 66% of Gen Z and Millennials wear athleisure multiple times per week
- Collaborations with designers & artists reflect the merging of performance and aesthetics
- Women's and Gen Z segments are leading the call for style-driven function

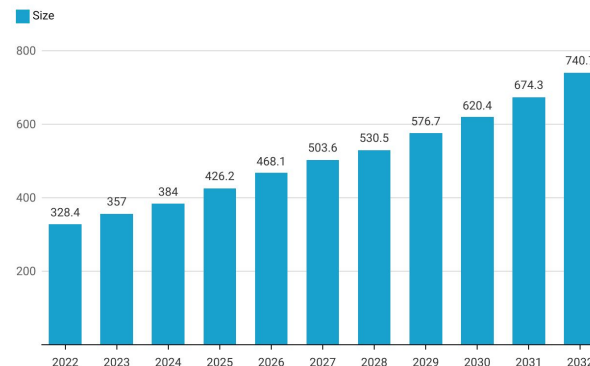
What This Means for The Running Apparel Market

- **Must deliver on function and style:** apparel must deliver both performance and visual appeal
- **Design is a competitive differentiator:** bold, modern looks can drive sales as much as innovation
- **Strategic collaborations:** Collaborations with fashion brands to build credibility and
- **Marketing must evolve:** campaigns need to highlight versatility, incorporate cultural elements, and partner with influential athletes to celebrities to drive interest
- **Product life cycles shift:** seasonal updates and capsule drops gain importance in a trend-driven space
- **Retail experiences change:** consumers expect curated, fashion-forward presentation in stores and online



Global Athleisure Market Size

Market Size in USD billion



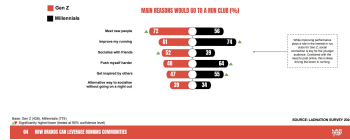
Question 3: Range Planning Opportunities – What are current trends in the running industry?

The Rise of Running Apps: Social Platforms that Track Progress and Foster Connection

STRAVA

TECHNOLOGY GOES HAND IN HAND WITH GEN Z AND THEY KEEP TRACK OF THEIR PROGRESS

WITH GEN Z BEING SIGNIFICANTLY MORE LIKELY TO GO TO A RUN CLUB TO **SOCIALISE** VS. **IMPROVE PERFORMANCE**



STRAVA HAS ESTABLISHED ITSELF AS A RUNNING SOCIAL PLATFORM THAT FOSTERS CONNECTION, WITH KUDOS BEING THE ENGAGEMENT METRIC EVERYONE IS TALKING ABOUT



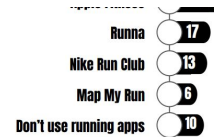
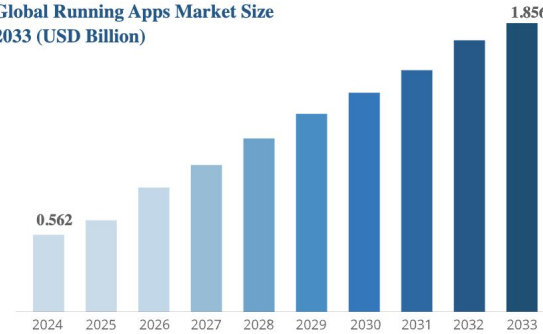
STRAVA KUDOS 70%

77% of Gen Z athletes say they feel more connected to others when seeing their friends' or family's activities on Strava

SOURCE: LADNATION SURVEY 2024
STRAVA REPORT 2024



Global Running Apps Market Size
2033 (USD Billion)



SOURCE: LADNATION SURVEY 2024

03 TECHNOLOGY: EMPOWERING THE MODERN RUNNER

LADNATION



Competitor Insights: Nike

Strategy

- Recent renewed focus on running as part of “core DNA” with new CEO (Elliott Hill)
- Planning numerous 2025 running shoe launches (Pegasus Premium, Vomero 18, and Structure 4) following only a few in 2024

Product & Tech

- Launched new models: *Pegasus Premium*, *Vomero 18*, and **Cosmic Runner**, the first dedicated running shoe for kids
- Updated Nike Run Club (NRC) with live tracking, personalized coaching, and weather-based tips
- Continued innovation development of ZoomX foam running shoes and elite carbon-plated racing shoes

Community & Marketing

- Apparel campaigns highlighting product performance and climate adaptation, “Winning Isn’t Comfortable”
- NRC gamification and challenges drive user engagement
- “Breaking4” campaign supporting sub-4:00 mile attempt, Faith Kipyegon, showcasing performance



Running Revamp

Nike has lost share in the **running** category for the last several quarters as competitors like Asics, Hoka, On and Brooks gain steam. Part of this lag has stemmed from a general lack of innovation in the category as well as a failure to strongly embed in the run specialty channel.

In its most recent earnings call, **Nike** leadership doubled down on renewed efforts to win in **running**. Chief financial officer Matthew Friend noted that the category's order book for spring 2025 is set for double digit growth compared to the prior year. He also touted product enhancements like a new maximum cushioning system, new trail silhouettes and new franchises for under \$100 a pair.

Question 3 – Range Planning Opportunities: How does the future of running apparel look like from your POV business wise?

Future of Running Apparel:

- Runners are increasingly seek **community-driven experiences**, blending both in-person and digital connections.
- Running apparel is blending with lifestyle and has collaboration with fashion brands
- **Gamification** is reshaping the space, expect more **challenges, leaderboards, and performance-based rewards**.
- A shift toward **digital competition** is coming, where runners can track progress, compete with friends, and earn rewards.
- **Web3 and NFTs** could power this movement—runners might earn **digital tokens** for completing challenges, which can be **redeemed for real apparel or exclusive gear**.
- This approach not only boosts motivation and consistency but also builds a more **engaged and loyal running community**.
- Running apparel will evolve from something you buy to something you **earn, unlock, and share** as part of a broader digital fitness identity.

Question 3 - Range Planning Opportunities: How does the future of running apparel look like from your POV business wise?

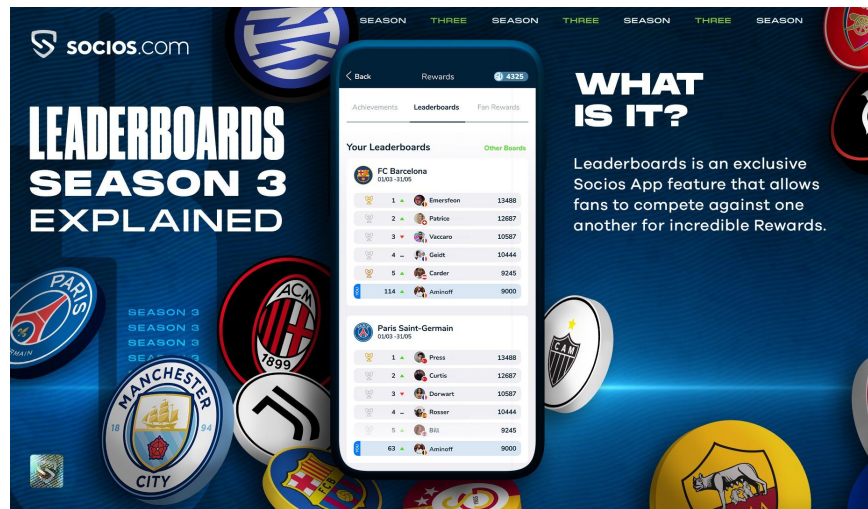
Future of Running Apparel: Blending Running, Rewards, and Digital Culture

Where I See the Future of the Running Apparel Industry

- Running Apps are evolving into community platforms, becoming more like social media.
- Apparel is crossing over into lifestyle, with more fashion collaborations.
- Brands are increasingly launching loyalty programs with perks and rewards

I see a shift towards running as community building activity for people, using digital platforms to meet, interact, compete with friends, date, and earn rewards.

I see the future of running appeal to engage these communities through gamification; utilizing digital assets like NFTs or "running tokens" to reward runners for usage on their platforms, unlocking early access to gear and events, discounts, or meet and greets with sponsored runners, etc



Professional football clubs are already utilizing "fan tokens" to encourage engagement

Question 1 – Target Consumer Analysis: Who do you believe are our target consumers in the running apparel market?

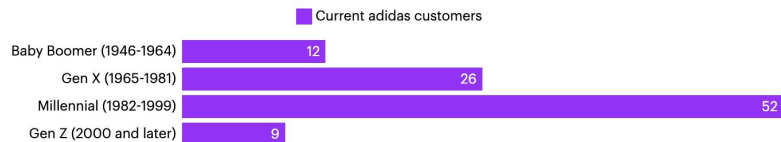
Adidas running consumers: Who are they and where they're growing

Target Market

- **Age:** 18–44 year-olds; mostly Millennials and younger Gen X, however emphasis on establishing brand loyalty with gen z
- **Gender:** Balanced, but growing appeal among women
- **Location:** Primarily urban consumers in Europe, North America & China
- **Income:** Middle to upper-middle class; many earn >\$100k
- **Lifestyle:** Fitness-driven, runners of all levels, casual-experienced who value performance + style
- **Shopping Habits:** Mix of online and in-store; brand-loyal in shoes, more flexible in apparel
- **Values** Innovation, style and sustainability

The more experienced the runner, the more likely they are to buy running apparel (55% more likely than the average runner).

US: Millennials make up more than half of adidas' current customer base



YouGov

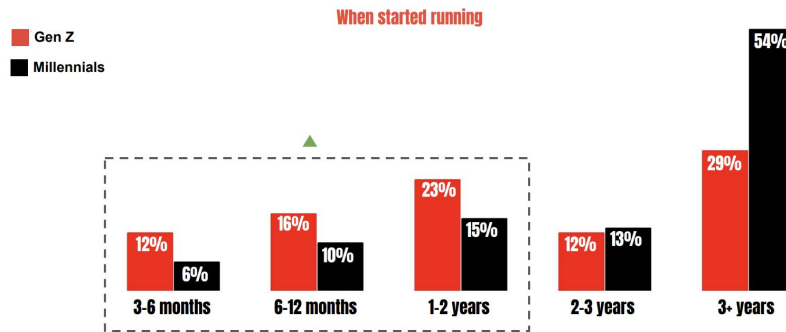
YouGov Profiles - February 2023



Question 1 – Target Consumer Analysis: Who do you believe are our target consumers in the running apparel market?

Target

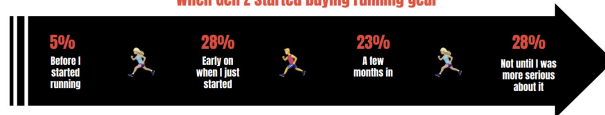
AND GEN Z ARE SIGNIFICANTLY MORE LIKELY TO HAVE STARTED RUNNING IN THE LAST 2 YEARS



Women make up a majority of activewear purchases, accounting for close to 60% of activewear sales. However, men aren't far behind, and the rate of growth in men's activewear sales is increasing rapidly. This trend is expanding into athleisure apparel as well.

Younger consumers make up a dominant share of the activewear market, although that majority isn't as great as it was before the coronavirus pandemic. Young people seem to have a more positive attitude about wearing sports clothing in the office, at home, or in social settings.

When Gen Z started buying running gear

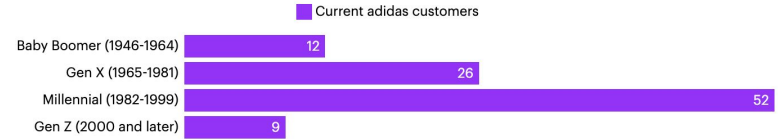


Adidas Running Consumers: Who They Are & Where They're Growing

Target Consumers

- **Age:** 18–44 year-olds; most revenue from Millennials and younger Gen X, however big emphasis on establishing brand loyalty with Gen Z
- **Gender:** Balanced, but growing appeal among women
- **Location:** Primarily urban consumers in Europe, North America & China
- **Income:** Middle to upper-middle class; many earn >\$100k
- **Lifestyle:** Fitness-driven, runners of all levels, casual-experienced who value performance + style
- **Values** Innovation, style, sustainability, and trend alignment

customer base



YouGov

YouGov Profiles - February 2023

The more experienced the runner, the more likely they are to buy running apparel (55% more likely than the average runner).

GEN Z ZOOM – More young runners are embracing the sport than ever before with 47% of entrants being aged 35 and under.

Women are increasingly driving growth in the running category, with their participation share steadily rising.

Adidas Running Consumers: Who They Are & Where They're Growing

Target Consumers

- **Age:** 18–44 year-olds; most revenue from Millennials and younger Gen X, however emphasis on establishing brand loyalty with Gen z
- **Gender:** Balanced, but growing appeal among women
- **Location:** Primarily urban consumers in Europe, North America & China
- **Income:** Middle to upper-middle class; many earn >\$100k
- **Lifestyle:** Fitness-driven, runners of all levels, casual-experienced who value performance + style
- **Values** Innovation, style, sustainability, and trend alignment

Gen Z and Millennials' Engagement

Adidas recognizes the importance of targeting and engaging with younger demographics, specifically Gen Z and millennials, who represent a significant portion of its target market. These demographics value authenticity, social responsibility, and inclusivity. Adidas aims to connect with them through culturally relevant marketing campaigns, influencer collaborations, and community engagement.

The more experienced the runner, the more likely they are to buy running apparel (55% more likely than the average runner).

GEN Z ZOOM – More young runners are embracing the sport than ever before with 47% of entrants being aged 35 and under.

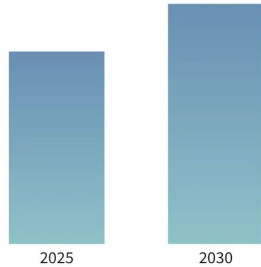
Women are increasingly driving growth in the running category, with their participation share steadily rising.

Question 2 – Competitive Analysis: What insights can you provide regarding our competitors in the running apparel market?

Competitors

Running Apparel Market
Market Size

CAGR 4.51%



Source : Mordor Intelligence



Study Period	2019 - 2030
Base Year For Estimation	2024
Forecast Data Period	2025 - 2030
CAGR	4.51%
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

Major Players



*Disclaimer: Major Players sorted in no particular order

Running Apparel Competitor News

Nov 2022 – Nike launched the *Swoosh* project, an NFT marketplace on the Polygon blockchain, offering virtual apparel including sneakers, clothing, and collectibles as part of its Web3 expansion.

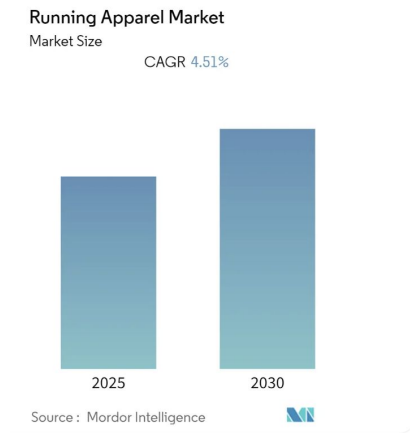
Nov 2022 – ASICS released the *ASICS x Solana UI* collection, featuring limited-edition GT-2000 11 running shoes in “light mode” and “dark mode” designs, symbolizing a balance between tech and physical activity.

May 2022 – Lululemon opened its first overseas tech center in *Bengaluru, India*, to enhance infrastructure and support global expansion beyond North America.



LINKS

<https://www.skyquestt.com/report/running-apparel-market>



Study Period	2019 - 2030
Base Year For Estimation	2024
Forecast Data Period	2025 - 2030
CAGR	4.51%
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

Major Players



*Disclaimer: Major Players sorted in no particular order

The Rise of Running Apps: Trends Within Running apps

Running apps are evolving into social platforms, allowing users to join challenges, share progress, and build community

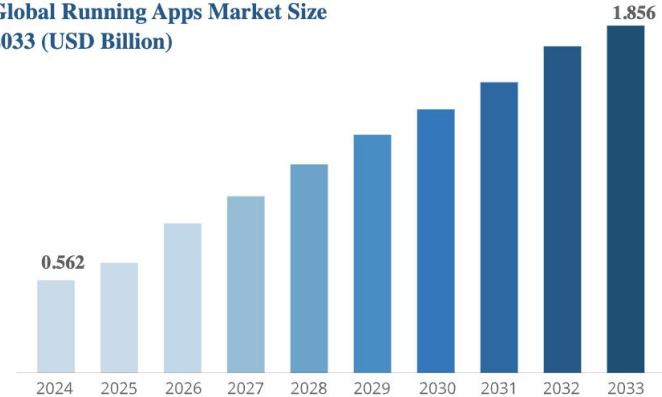
Key Trends

AI Personalization and Smart coaching: Apps are getting way smarter, they now adjust your training plans based on how you're doing, using your pace, heart rate, or even sleep data, utilizing **wearable technology**.

Gamification: Earning badges, completing streaks, and entering virtual races keeps things fun and addictive – it's like a game, but for fitness.

Premium monetization models: More apps are offering “pro” versions where you can pay for personalized plans, exclusive features, or access to special races and content.

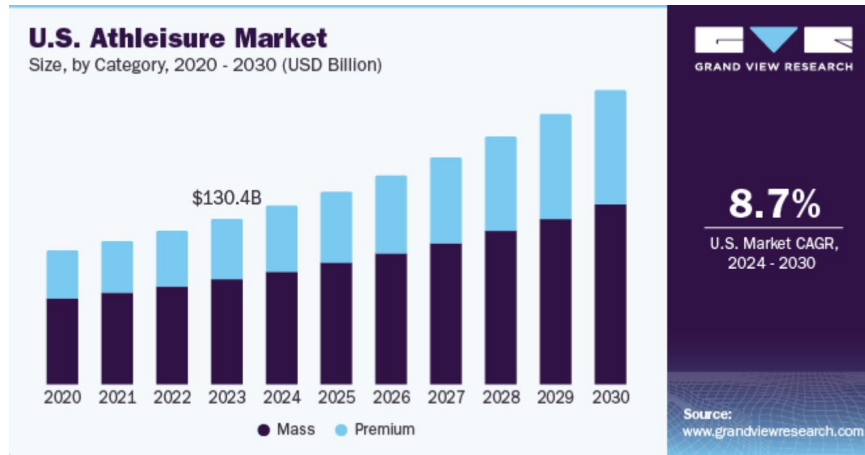
Global Running Apps Market Size
2033 (USD Billion)



Question 1 – Target Consumer Analysis: How do you perceive the current trend of running performance and lifestyle/ fashion moving closer together?

The rise of Athleisure:

The rising demands of shoppers regarding the functional cloth that can easily switch from the gym to the street wear without sacrificing Comfort or Style is the driving force behind the running apparel market.



Question 1 – Target Consumer Analysis: How do you perceive the current trend of running performance and lifestyle/ fashion moving closer together?

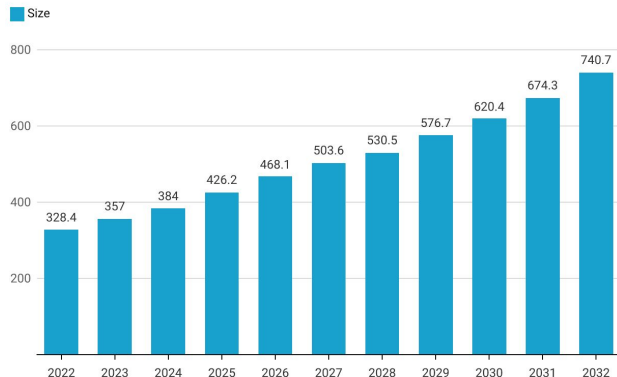
Performance Meets Style: The New Face of Running Apparel

The rising demands of shoppers regarding the functional cloth that can easily switch from the gym to the street wear without sacrificing Comfort or Style is the driving force behind the running apparel market.

“Two in three millennial and Gen Z consumers wear athleisure multiple times per week.”

Global Athleisure Market Size

Market Size in USD billion



(Size in USD billion)

Source: Market.us Media

Due to this ongoing trend, the designers are making apparels with modern Aesthetics, premium materials, and multifunctional features.

Furthermore, the influencer marketing and social media trend is showcasing fashionable activewear which inclines the customer and ultimately contributes to the market. With the increase in fitness-focused lifestyle and remote working, there is a rise in demand for functional running Apparel that supports an active yet casual look which is expanding across global markets.