

FUTURE FORECASTING OF SPORTSWEAR

Emerging Trends Towards Active Wear

Active Wear



Functional clothing is a sector, which nowadays does not distinguish between sports enthusiasts or professional athletes. So you will find the same demands in consumer sport as you will in specific sport.

Nordic walking, running, cycling and the wide range of new outdoor & indoor activities

bring a renewed desire for sport clothes that are finished with highly functional products to support our active lives.

Body climate control, breathable fabrics, moisture transport, soil and water repellency effects and color fastness are just a few buzz-words consumers are using when looking at sports garments, combined with convenience, design trends and durability. In active wear the words themselves lead the way. The garment is expected to fit into daily life. If

you want you can workout, run or just wear your active clothes because they look great, are fashionable and –most importantly – feel comfortable. Recent trends show pure sportswear crossing over into our everyday lifestyle: sports wear meets street wear.

Emerging Consumer Trends

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Fitness Conscious Customers

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Acceptance of Higher Price Points

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Focus on Women Segment

④

Increasing Focus on Speciality Products

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Growth of Product Categories like Yoga wear

Emerging Trends

Fitness Conscious Customers



With the increasing number of Indian consumers becoming fitness conscious, they are taking up outdoor exercises, running and enrolment in fitness clubs, etc. This shift towards running and other outdoor exercises to stay fit has increased the sales of sports goods.

Emerging Trends

Acceptance of Higher Price Points



With the advent of many premium international brands in the retail market and the increasing disposable income, Indian customers are now accepting higher price points from the established brands.

Emerging Trends

Focus on Women Segment



Many organized players have realized the potential of women's segment now. Women have been actively taking up fitness based activities and demanding sports goods – apparel, footwear, etc.

Emerging Trends

Increasing Focus on Specialty Products



Till a few years, Indians were not conscious of the kind of sports shoes / apparel they wear for various activities like running, walking, playing tennis, etc. However, now-a-days consumers are becoming aware of these specialized products and are buying these over the regular ones.

FABRIC BRING THE CHANGE



From warm-up to the finish line – We have expert which provides knowledge and support at each stage of the fabric production process.

Technician has the product, know-how, expertise and research & development facilities to fulfill the needs and requirements in today's sportswear and outdoor market.

Properties such as soil & stain release, water repellency, wash & wear, moisture transportation, rapid dry or HyDry are just a few finishes available. These recipes and finishes provide durable freshness, antibacterial protection and quick drying properties. Most of the products are technology based and our latest developments give you the highest effectiveness.

Moisture Management



This finishing effect keeps your gym clothes dry. So you feel comfortable - even after the toughest workout.

- Wicks moisture away from skin.
- Dries more quickly.
- Stays soft and breathable.

HyDry Finish



This finish provides durable sensational freshness and wellbeing to the garment due to good drying properties and antibacterial treatment. Feel great during and after your workout.

- Quick Drying .
- Built-in Deodorant .
- Wicks moisture
- Soft and breathable.
- Durable.

Repellance Protection



The great outdoors. If you are equipped adequately then yes, going outdoors is great. But the elements can change quickly and that sun you have been enjoying may give way to rain, wind or even snow. Dying product latest finishing effects allow you to enjoy your walking, mountain biking, climbing... In every weather condition.

- Preferred and best available technology .
- Keeps away water .
- Keeps fabric dry and comfortable.
- Repels most aqueous stains .
- Fabric breathable.

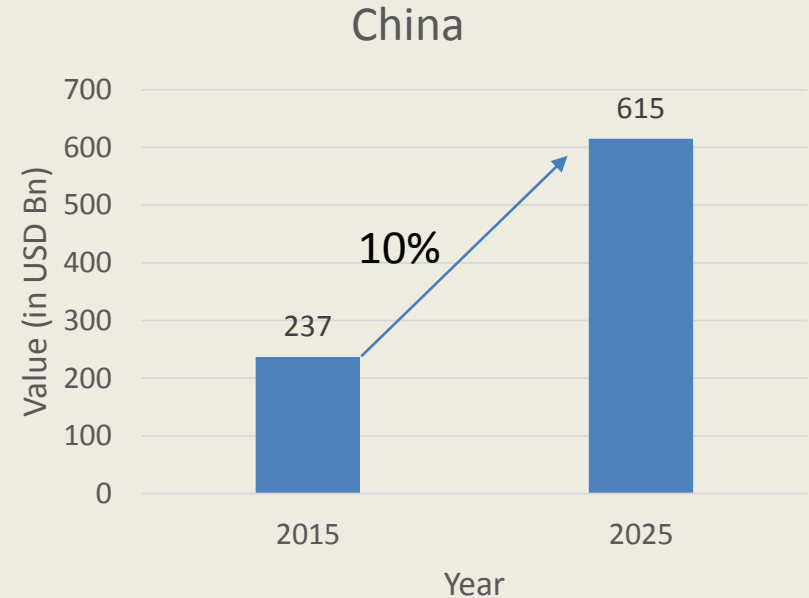
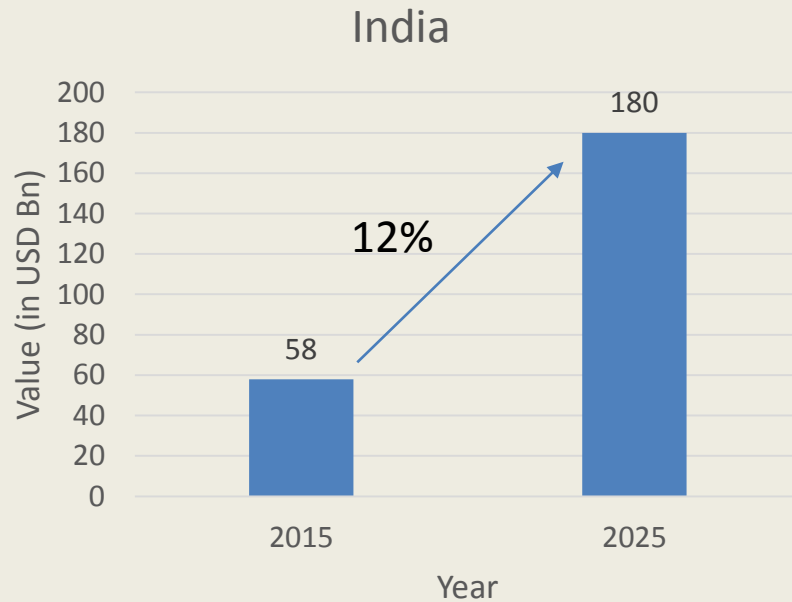
Emerging Trends

Growth of Product Categories like Yoga wear



Yoga has become a part of Indian landscape and a lucrative industry. Apparels and accessories specially made for yoga are gaining a thrust as the consumers are becoming conscious of the specialized products for yoga.

Indian Apparel Market to Grow at 12%



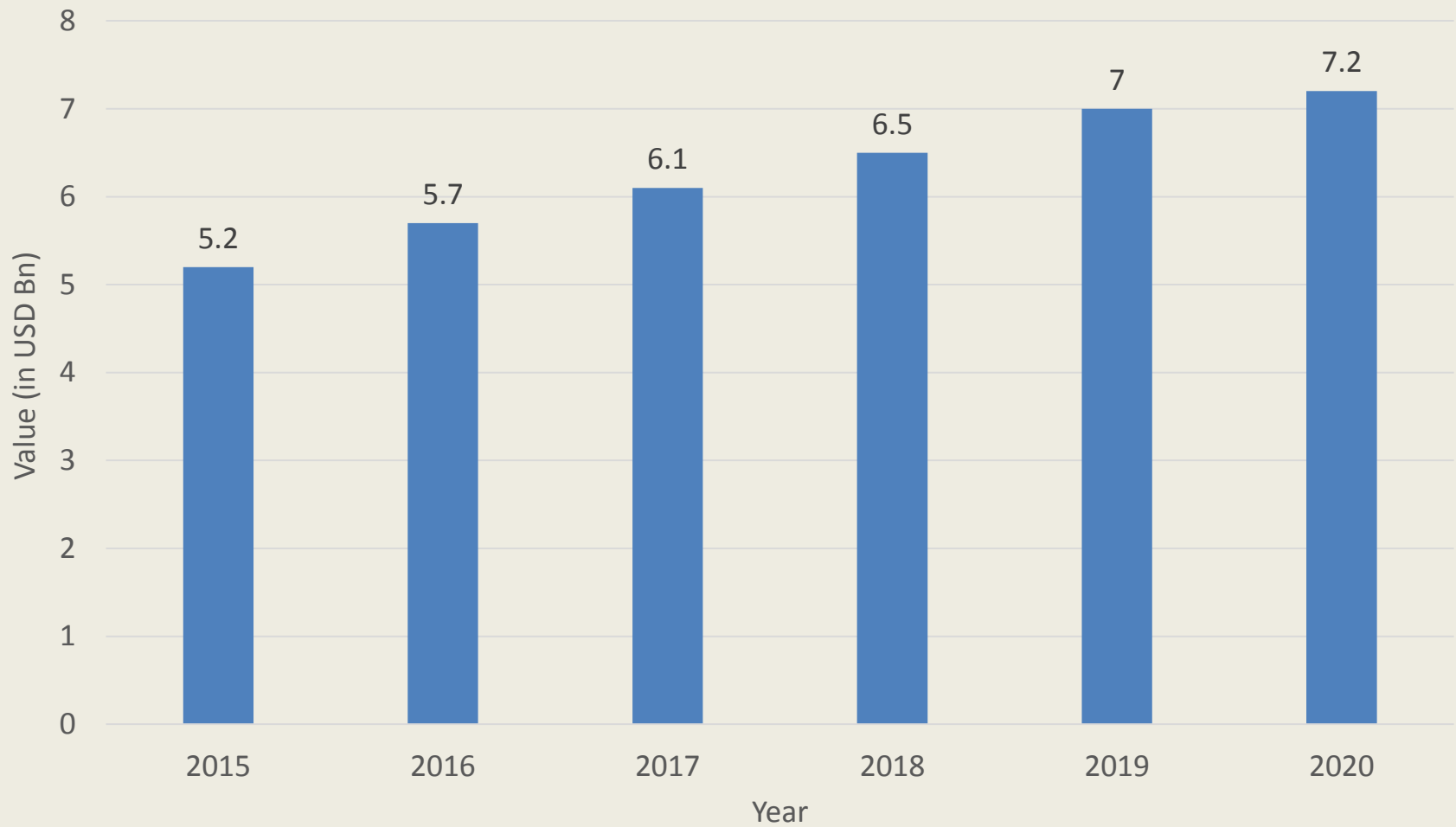
While India and China tend to grow at 12% and 10% respectively, US and EU will grow at 2% and 1% respectively

Online Apparel Sales to grow by 40% in the next 10 years

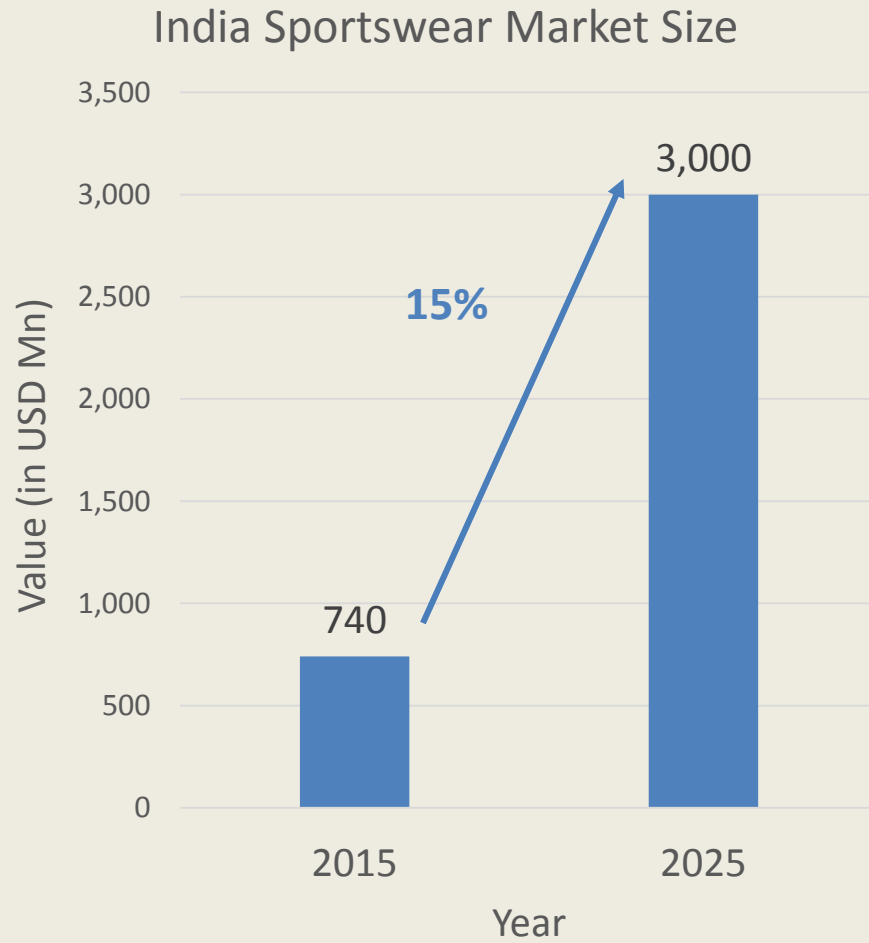
In US Bn	2015	2025(P)	CAGR
Total Online Sales	5	130	39%
Online Apparel Sales	1.5	45	41%
Share of Online Apparel Sales	30%	35%	

The share of online apparel sales would increase from 30% to 35% of the total online sales.

Asia sportswear market to grow at 7%



Indian sportswear market to grow at 15%



Sportswear Market Share

