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Athleisure 2025 Trends

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Athleisure is no longer just a fashion segment — it's evolving into a **central lifestyle category** that reflects how consumers live, shop and define themselves in 2025, according to industry analysts tracking apparel trends. The India athleisure market, fuelled by health consciousness and everyday comfort, is poised for significant expansion this year and beyond.

Wellness: The Heart of the Movement

What began as a trend blending sportswear and fashion has now become a **core lifestyle expression**, with wellness driving consumer behaviour. For many, exercise and movement are not just activities but key parts of how they present themselves through clothing — from joggers and hoodies to performance tees and versatile sneakers.

Market data shows India's athleisure sector was valued at around **US \$13.5 billion in 2024** and is projected to grow steadily, with comfort wear becoming a wardrobe staple across urban and emerging tier-2 and tier-3 markets.

Homegrown Brands Making Waves

A new wave of **Indian athleisure labels** is carving out space in the market by focusing on **innovation, affordability and deeper consumer engagement**. Homegrown names such as **HRX, BlissClub, Tego, Athflex, CAVA Athleisure, Campus Activewear, playR, Proyog, Zymrat, Satva** and others are expanding retail footprints and strengthening brand communities.

Several brands are moving beyond e-commerce into **exclusive brand outlets (EBOs)** across key cities, reflecting increased confidence and consumer demand. For instance, HRX plans to open multiple offline stores, while Campus Activewear now operates over 250 outlets nationwide.

Category Expansion and Diversification

Athleisure's growth in 2025 is not limited to apparel. **Footwear remains an anchor**, especially as consumers choose comfort that transitions seamlessly from the gym to daily errands. Reports indicate that items such as **hoodies, joggers, sports bras, leggings and sweatpants** are experiencing robust demand, with hoodies expected to see strong growth in the near term.

Brands are also introducing technical innovations, such as moisture-wicking fabrics, enhanced breathability and sustainable material blends — trends that not only boost performance but speak to environmental and lifestyle values among younger buyers.

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