



Uniform & Sportswear Expo 2021 (Virtual) – Indian Market To INR 997.8 Billion By 2024

03 November 2020: Sportswears refers to sports-specific apparels suited for physical activities. These include tracksuits, gym suits, yoga wear, swimwear, and tights. According to online reports, the activewear market in India has witnessed a steady growth in terms of market revenue. The market was valued at INR 466.9 billion in 2018 and is estimated to reach INR 997.8 billion by 2024, with an estimated compound annual growth rate (CAGR) of about 13.59%, during 2019-2024. A notable trend is that Athleisure is also being widely used as casual wear which is propelling demand for activewear in India. Sports apparel are made using breathable material that allows sweat to evaporate faster, helping the person wearing it remains fresh for longer. Initially, the sports apparel was mostly worn by athletes but, with time, it became quite common with regular gym-goers and other non-athletes.

School Uniform Market

Uniforms are one of the top requirements in schools, colleges, corporate firms, hospitality ventures, restaurants, hospitals and other institutes. According to reports available online, the market size of the uniform manufacturing sector in India is estimated to be Rs.18,000 crore per annum, with Rs.10,000 crore coming from machinery and fabrics while Rs.8,000 crore come from sales supplying to local schools through retailers and institutions. With over 40 years of legacy in the uniform industry, the sector has more than 10,000 happy clients all over the world. According to an online report, over the next five years, the School Uniform market

will register a 7.6%% CAGR in terms of revenue, the global market size will reach \$25,710 million by 2025, from \$19,200 million in 2019.

Since it is a virtual exhibition, the organizers will do extensive social media campaigns on available popular platforms, to reach out to sportswear manufacturers, buyers, exporters, wholesalers and dealers in the sector, corporate, sports organizations, clubs, yoga and gym clubs, sportspersons, coaches, sports therapists, etc. Constant promotion of the exhibition will be undertaken to create wider awareness. 'Sublimating Ideas' and 'Screen Print India' magazine which are related to this niche industry are 'Media Partners'.

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