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Top athletic clothing brands 2018

The global sportswear market is more popular than ever. From running to yoga to weightlifting, there are athletic clothing and activewear to suit every sport or activity out there. Startups are increasingly making their way into the market, taking a piece of cake away from big companies and brands by turning to underserved consumer segments and offering one-of-a-kind athletic products. With many brands looking to be like Gymshark, only a few are creating the buzz needed to potentially have a similar success, here's our list of the top 5 new sportswear companies in 2018: Top 5 New Sports Apparel Companies

- 1. Karma Athletics** Based in Vancouver, British Columbia, Canada, this startup offers women's workout clothing. The company's best-selling products are its training tanks, t-shirts and sports bras. It also has a wide range of workout tights that find popularity among consumers because of their colorful patterns and different styles. Creating and sharing ideas for an active daily lifestyle with a commitment to product quality and design, Karma Athletics is one of the new most talked about sportswear companies in 2018. Company profile
- 2. Lou & Grey** A popular startup that creates buzz on social media and among fashionistas and influencers, this is one of the most talked about by new sportswear companies in 2018. The startup recently launched a new athleisure label, aptly named Lou & Grey Form. Company profile
- 3. Rhone Apparel** Specializes in high-quality men's activewear. Rhone clothing recently raised investments from L Catterton, the world's largest consumer-focused private equity firm. The company offers clothing with antimicrobial and anti-odor properties. Rhone also recently launched GoldFusion, a technology that infuses gold particles into fabrics to increase softness, reduce odors and improve the total life of a garment. While endless debates between Rhone and Lululemon are being written on the internet and social media, it's good to realize that Rhone - a relatively new startup - has created such a buzz in the industry, in such a short time. Rhone looks for the Lululemon market - high-income active men between the age of 25 and 50 - and has done a stellar job creating a dent in the niche market. In 2016, Rhone was called the hottest male activewear brand, and Forbes even agrees that the company is about to take control of the global activewear market. Read: The United States continues to lead the global sportswear market
- 4. Koral** Joining the list of this new list of sportswear brands, this company offers clothing designed with their Koral Infinity technology, it is chlorine resistant, provides color and quality protection and prevents tissue deterioration and loss of shape. Koral offers traditional athletic attire, training outfits, tuts and outerwear. Koral offers its products exclusively online.
- 5. Athos** Athos activewear line is integrated with sensors that offer biometric tracking. Biosignal Biosignals the data taken from the sensors is delivered to a mobile app and can then be examined by the wearer to determine the quality of their performance, strength and shape. The company's smart activewear is sold on its website and also in SportCheck stores across Canada. Corporate Profile

The future for top activewear brands and startups The global sportswear market is expected to raise \$184.6 billion by 2020, registering a CAGR of 4.3% by 2020. There are many factors besides exciting new startups like the new sportswear companies mentioned in this list, other factors include the growing awareness of a healthy and active lifestyle and the popularity of fitness activities such as aerobics, swimming, running, and yoga. Expect the sportswear market to reach new levels in the future. Innovative activewear startups, established corporate athletic brands, and more can be just a click away via BizVibe. Whether you're looking for reliable suppliers, textile manufacturers, wholesalers, or potential customers, BizVibe can help you build your network of global textile and activewear companies around the world. Register today to start reaching sales prospects and decision makers directly from these new sportswear companies. *Updated in 2018 to include a more in-depth breakdown. Read also: It requires brands and activewear retailers to refine processes to give their customers sweet things. This is where we can give a guide, using our retail data to understand where the novelty is and how significant the new trends will be. Let's jump right away, with these new activewear trends. Seven ro-hot activewear trends for now and after

- 1. Speed is king** Speed is power in sport and the activewear industry is in style. In the last two years there have been great technological developments with regard to the return of energy, light ones. Under Armour, Nike, Adidas, Puma, New Balance and Asics, everyone is doing it. There has been a 160% increase in the appearance of the word speed in activewear product descriptions over the past two years. In addition, there is a 260% increase for energy return products. Such products state that removing stress from running means faster recovery for the athlete. This is something Nike has tested with its Zoom Vaporfly Elite, helping professional marathon runner Eliud Kipchoge ensure a 4% faster time. Nike pegasus with ZoomX foam outs. These Zooms are not commercially available, but Nike has had a general version of the Pegasus Turbo with ZoomX foam. The speed is hot right now. There are almost four times more products in stock now describing how to help the wearer run fast, compared to this period last year. Of course, sneakers dominate this trend, but other things like leggings and sports bras also grow. Consumers are keeping up with technological advances and have a better understanding of clothing capabilities, pushing brands to innovate even more. Of course this door leads the question of what other active properties could improve sportswear? Should we try to stretch better, reach further, jump higher and hit harder?
- 2. Ride to metal** This is on Kimmie. Thanks to the looks pushed by the Yeezy brand and advertised by the Kardashians, cycling shorts are now a success in fashion. Boohoo even called it the course of the season in a May newsletter (below). While most trendy cycle shorts probably never get to a saddle, there's a crossover appeal for activewear. The 2,000% increase in cycling shorts in inactive clothing led to a 363% increase in activewear products compared to a year ago. Newsletter Boohoo May 29 - CHANGE The price has also strengthened from a year ago - now

at \$46.61 - but it's an affordable price that suggests this trend won't stick to long-term. However, it is important that activewear brands jump on these kinds of trends to capitalize on the moment. Here are some bestsellers of the season, through fast fashion, premium and luxury: 3. Sporty swimming The swimming category as a whole is on the rise, with specifically active swimming up 75% for this year, with a 128% increase in active bikinis and 44% in swimwear. Also key to growth are rashie sets that block SPF for children as consumers become more informed about UV damage. Here are some bestsellers within women's swimming, which focus on support and coverage. 4. The influence of streetwear Streetwear: it is a success in luxury and smart active brands have seen that influence and have obtained products that it draws on at the moment. Ivy Park was there from the start, with its stark palettes, oversized shapes, and branded waistbands. Now others are drawing on an Off-White aesthetic. Nike's repeat brand bands on a sports bra and a flash of yellow on the VaporMax FlyKnit characterize this new direction that has so much unexplored potential. 5. Inclusive sizing Extended-sized offerings are a booming opportunity across clothing, but activewear is a particularly focused growth area, given how underrepresented the larger sizes have been. In the last three months there has been 92% more self-described activewear plus size items than two years ago. ASOS represents the mass market, with its 4505 line now implemented to include 24 curved items. Nike has increased its plus size by offering 48% compared to a year ago. Funds are the most stocked category, but sports bras represent the most bestsellers. Although men's clothing has grown, it is still lagging behind women's clothing. It represents a great Here are some of the best-selling products of the last three months. 6. Seamless sock-like activewear grew by 130% over two years. Underwear is the biggest category, followed by the demand for sock in seamless sneakers. But the most interesting are the big gains in seamless leggings using knitted technology. As customers perceive their active wear and tear for leisure from their wear and tear a greater understanding of technical needs, enhancing the improving properties and a stream-lined appearance. 7. Dresses With activewear booming, finally the female active gets its own trends. In the last three months there has been an 189% increase in active clothes compared to two years ago. The growth in activewear arrivals is remarkable. Nike, Adidas, Puma and Free People Movement have introduced the most new products this year. And influential active brand Outdoor Voices launched its first skort in April and dressed in May this year. Outdoor Voices launched its activewear dress in May this year. The message here is that there are many different modes for women's assets - being sporty doesn't have to compromise on being feminine. Nor should a dress take on female forms. Currently the average activewear dress is \$105.76, with gray, black and white coats selling the most. ASOS is stocking up on style, so expect to see more trending activewear retailers following suit soon. Want to know more about activewear? Check out our market relationship here. Here.

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