



Euromonitor
International

Sportswear in Singapore

February 2026

Table of Contents

[Sportswear in Singapore - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong sportswear market growth driven by rising health awareness

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Stable household spending supports robust sportswear market growth

AI led tools drive engagement in Singapore retail stores

Chart 2 - Skechers Singapore Launches "Luna" AI Assistant for Personalised Shopping

Inclusivity expands options for underserved consumer segments

Chart 3 - GLOWco Expands Sportswear Line with Modest Performance Apparel

WHAT'S NEXT?

Health awareness drives steady growth in sportswear consumption

Popularity of running as a fitness activity boosts demand for high-performance sports shoes

COMPETITIVE LANDSCAPE

Global giants maintain lead via extensive networks and brand recognition

Local players entering market with minimalist designs that appeals to range of consumers

Chart 4 - Analyst Insight

CHANNELS

Strength of offline sales reflects mall-centric shopping culture

E-commerce growth driven by convenience and competitive pricing

Lululemon concept store blends commerce with lifestyle services

Chart 5 - Lululemon Concept Store Blends Retail with Lifestyle Services

PRODUCTS

ZODA enters market with smart apparel featuring personalised workouts

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

Rising incomes and circular fashion drive market resilience

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and AI innovation fuel market resilience

E-commerce and sustainability innovations fuel footwear growth

Circular fashion takes centre stage, driven by resale, rental, and sustainable practices

Chart 7 - Zalora Expands Pre-Loved Fashion in 2025 With Second-hand Luxury Section

WHAT'S NEXT?

Sustainability becomes a core consumer expectation

Technology reshapes the market with AI and virtual try-ons

Polarisation seen as premium and value segments outpace the mid-market, driven by resale, luxury, and e-commerce trends

COMPETITIVE LANDSCAPE

Uniqlo maintains leadership through affordability and versatile product offerings

Chart 8 - Uniqlo Touchpoint Store at Velocity Offers Online-to-Offline Shopping Experience

Rock Daisy launches natural fibre workwear for professionals

Chart 9 - Analyst Insight

Pop-ups and limited editions strengthen emerging brands competitive landscape

CHANNELS

Specialty stores supported by immersive in-store experiences and omnichannel strategies

E-commerce growth driven by convenience, social media, and exclusive offerings

Zalora and Thryft capture eco-conscious consumers through authenticated resale

Chart 10 - Zalora's AI Chatbot Transforms Singapore E-Commerce with Personalised Support

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Singapore 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Singapore 2025

Chart 14 - Consumer Landscape in Singapore 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-singapore/report.