

Textiles Intelligence

Press Release

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For immediate release

Strong growth forecast for compression wear and shapewear markets

Strong growth has been forecast for all three categories of compression wear—namely athletic compression wear, medical compression wear and shapewear—according to “Compression wear and shapewear: supporting health and fitness”, a 58-page report from the global business information company Textiles Intelligence.

Several factors are pointing to such growth, including: ageing populations, which require compression therapy for health conditions; an increased focus on health and well-being; and a strong focus on personal appearance.

Also, growth in demand will be spurred by rapid product development as manufacturers look to improve the style and comfort of their products in order to satisfy consumer demand, and also look to incorporate innovative fibres which are more environmentally sustainable than virgin synthetic fibres in order to meet demand for products which have a lower impact on the environment.

Within the market for athletic compression wear, there are opportunities for brands which can offer compression wear with additional performance properties—such as odour resistance, thermoregulation, and moisture wicking.

Also, because compression garments are worn directly next to the skin, there are opportunities for the development of garments incorporating sensors which can capture biometric data and therefore help to monitor athletic activity.

Geographically, there are particular opportunities for greater sales of compression garments in Asia-Pacific and the Middle East, where participation in athletic activities is growing steadily. In terms of gender, there are opportunities to sell more compression garments to women as the latter are participating increasingly in sports such as running and strength training.

Also, the market for athletic compression wear is being bolstered by the popularity of athleisure apparel. Such garments have a fitted and sleek aesthetic, which lends itself to the compression wear sector.

Within the market for medical compression wear, there is a high level of interest in garments which incorporate sensors and/or electronic components as such garments are capable of allowing medical professionals to monitor patients and measure the progress of their treatments remotely.

Also, the market for medical compression wear is being supported by increased participation in athletic activities, reflecting increases in the incidences of sports-related injuries.

Within the market for shapewear, demand is being spurred by celebrity endorsements and by teenagers for whom physical appearance has taken on greater importance in the modern world of “selfies”.

Meanwhile, there will be a further blurring of the lines between compression garments and shapewear garments which are designed to be functional and those which are aimed at fashion markets. Such blurring will continue to be fuelled partly by the popularity of athleisure apparel, whose focus is on a casual sporty style and a lean physique.

Ends.

“Compression wear and shapewear: supporting health and fitness, 2026” is available for purchase from the global business information company Textiles Intelligence and costs £401 (UK), Euro738 (Europe, Middle East or Africa) or US\$971 (Americas or Asia Pacific). For further information or to purchase this report, visit <https://bit.ly/3QeqK2o> or email us at editorial@textilesintelligence.com

The report is also available in Issue No 88 of *Performance Apparel Markets*. Other reports published in this issue include: “Fast track: cycling apparel—a growing market in the performance apparel sector”; Performance apparel markets: product developments and innovations, March 2026”; “Performance apparel markets: business update, March 2026”; and “Profile of Odlo: a pioneer in technical base layers and outdoor performance apparel”.

Performance Apparel Markets, published four times a year by Textiles Intelligence, provides an independent and worldwide perspective on the global markets for performance fibres, yarns, fabrics and clothing.

A year’s printed subscription to *Performance Apparel Markets* costs £1,191 (UK), Euro2,069 (Europe, Middle East or Africa) or US\$2,613 (Americas or Asia Pacific). An electronic supplement is also available; please email us at editorial@textilesintelligence.com for details. Single issues and multi-report packages are available on request. To download a sample issue of *Performance Apparel Markets*, visit www.textilesintelligence.com or email us at editorial@textilesintelligence.com

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