

Printful Details What's Involved in Selling Activewear Online

Athleisure's explosive growth and US fitness communities create a clear runway for new digital-first brands.



Charlotte, North Carolina Nov 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - Printful, a leading print-on-demand fulfillment partner, today released a practical roadmap explaining what is involved in [selling activewear online](#), from choosing a niche and building a product line to marketing, fulfillment, and long-term brand growth. The announcement comes as activewear and athleisure shift from performance-only apparel to everyday staples, fueling one of ecommerce's fastest-growing categories.

"Activewear isn't just gym clothing anymore, it's part of how people live," said Davis Sārmiņš, Director of Growth Marketing at Printful. "That lifestyle shift is why selling activewear online is such a strong opportunity right now. Printful is here to make launching and scaling fitness clothing lines simple, low-risk, and profitable for creators and brands in the US."

A market expanding beyond the gym

Activewear's rise is rooted in a broader wellness movement that now includes physical, mental, and lifestyle priorities. This change is visible in the numbers: the global athleisure market is projected to grow from \$338.48 billion in 2024 to \$716.05 billion by 2032, nearly doubling in value as comfort and functionality merge with fashion.

The activewear segment is also accelerating in parallel, with North America leading the global market and holding a 34.23% share in 2024 - an indicator of how central the US is to category growth.

What's involved in selling activewear online

Selling activewear online starts with identifying a specific audience and the real-world use cases they care about. US gym participation provides a strong signal here: the average gym membership costs about \$59 per month, with budget memberships as low as \$10 and premium clubs reaching roughly \$100, showing how widely Americans invest in fitness and the gear that supports it.

Boutique fitness culture further reinforces the opportunity, with boutique studios accounting for about 42% of all gym memberships - communities that often value identity-driven apparel and are primed for specialized merch.

“A niche isn’t a limitation; it’s your launchpad,” said Davis Sărmiņš. “When you know whether you’re serving runners, yoga regulars, plus-size lifters, surf athletes, or athleisure commuters, everything else becomes easier: your product choices, your designs, and your marketing.”

Once a niche is defined, brands build product pillars to match it. Some lines lean toward performance essentials such as rash guards, sports bras, and athletic shorts. Others prioritize athleisure classics like leggings, joggers, and hoodies built for comfort in and out of workouts. A third lane blends fitness with streetwear, using bold graphics and trend-forward silhouettes to capture younger, style-driven shoppers. Printful’s catalog supports all three paths, giving sellers the flexibility to start narrow and expand based on customer response.

The next key decision is sourcing and fulfillment. Traditionally, brands had to buy inventory in bulk, predict demand months ahead, and absorb the risk of storage, leftover stock, or missed trend windows. Printful’s print-on-demand model removes those constraints by producing items only when orders come in, enabling online sellers to test designs, refresh drops, and scale winners without upfront inventory investment.

Design and branding are the next pieces of the puzzle. Activewear design has to work in motion: prints must complement stretch, sit well on the body, and hold visual impact during real use. At the same time, brands need a recognizable story and clear values, whether that’s performance innovation, sustainability, inclusivity, or lifestyle confidence. Printful supports creators with tools like its Design Maker and with sample ordering so sellers can validate fit and feel before scaling.

Finally, activewear growth depends on marketing that shows products in real life. Short-form video, creator collaborations, studio partnerships, and limited-edition drops are especially effective in the US, where customers discover and buy fitness fashion through social proof. Because activewear is meant to be worn in motion, content that demonstrates movement and versatility often outperforms static product shots.

US merchant examples: how Printful helps activewear brands scale

Printful’s US merchant community shows how these steps translate into growth. A boutique Pilates-focused brand in California launched a minimalist athleisure capsule using Printful leggings and tops, then tested new seasonal colorways weekly. Within two months, repeat purchase rates rose by 19% as returning customers bought fresh drops without the brand needing to hold inventory.

In Texas, a boutique fitness studio built an online merch store for its members using Printful hoodies, joggers, and embroidered caps. The studio sold out its first community drop in 10 days and doubled reorder volume on an instructor-collab release, turning offline loyalty into a scalable online revenue stream.

A Colorado outdoor training creator developed a streetwear-activewear hybrid line through Printful and marketed it with trail-running videos and limited releases. The brand saw average order value climb 27% as customers bought coordinated sets and added complementary layers for different seasons.

Printful's role in the next wave of activewear ecommerce

As wellness-led lifestyles continue to expand activewear demand, Printful is investing in the products, print methods, and fulfillment capacity merchants need to compete. From performance blends to athleisure staples and size-inclusive options, Printful enables brands to launch with confidence, stay trend-responsive, and deliver consistent quality nationwide.

“The opportunity is big, but the path to success is clear,” said Davis Sārmiņš. “Start with a niche, build a tight product line, market with movement, and fulfill with someone you trust. Printful exists to be that trusted partner so brands can grow in one of the most exciting categories in ecommerce.”

About Printful

Printful is a global print-on-demand and warehousing company that helps brands and creators turn ideas into products without inventory risk. With fulfillment centers in the US and worldwide, Printful powers custom apparel and lifestyle goods for businesses of every size. Printful's catalog is curated for comfort, quality, and printability, so every product feels as good as it looks.

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