

Ath-Beauty

First tracked by WGSN back in 2012, the term 'athleisure' has become embedded in the fashion vernacular. With the global athleisure market estimated to reach \$350bn by 2020, opportunities for beauty brands to get involved are huge. It's no surprise that 'ath-beauty' is a category on the rise.



2012-2014

WGSN Fashion calls out and tracks the evolution of athleisure for apparel.

2016

WGSN's Active Beauty report in 2016 was the first to track the emergence of ath-beauty, highlighting the start of this new fitness and beauty category with a focus on prolonging the 'workout glow', inner wellness, and sweat-proof make-up.

2018

Early adopters include brands that cater to the gym-goer, offering products in gym-friendly sizes and sustainable packaging.

Athleisure reaches peak mass market as brands across the globe embrace the wellness lifestyle.

2015

WGSN coins the term 'ath-beauty' and forecasts the evolution of the trend into products that place a greater emphasis on the body and brain, and cater to the rise of outdoor activities.

2017

Around the globe, our editors track the evolution of the trend through the WGSN Beauty Feed, highlighting brands such as Lululemon, Clarins, Kosas Cosmetics and FaceGym already tapping into ath-beauty.

According to Edge by Ascential data, beauty products referencing "sweat-proof" or other sport-related keywords online increased by 48% YoY in the first half of 2019, with colour cosmetic products driving the growth.

2019

As we move through 2020, unisex skincare products that adapt to consumers' active and daily lifestyles will be the focus.

2020