

UK Fitness Consumer Trends: Is Nike Losing Its Grip?

UK sports consumers are moving away from traditional brands, according to Similarweb data. A key example is H&M's +62% YoY growth in the UK men's joggers category, surpassing Nike. This reflects growing price sensitivity and openness to new brands and retailers. Is this signalling a broader shift in the sportswear market?

Fashion and ecommerce



Demand Size (Total Volume) ⓘ

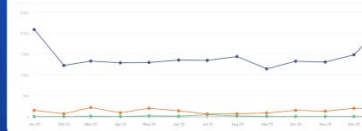
Jan 2023 - Dec 2023 vs. Jan 2024 - Dec 2024

972,720 1.436M
Jan 2023 - Dec 2023 Jan 2024 - Dec 2024

+47.7%
Growing
for the selected period

Cluster Trends ⓘ

Jan 2019 - Jan 2024



Demand Size (Total Volume) ⓘ

Feb 2023 - Jan 2024 vs. Feb 2024 - Jan 2025

1.434M 1.738M
Feb 2023 - Jan 2024 Feb 2024 - Jan 2025

+21.22%
Growing
for the selected period

SPORTS APPAREL

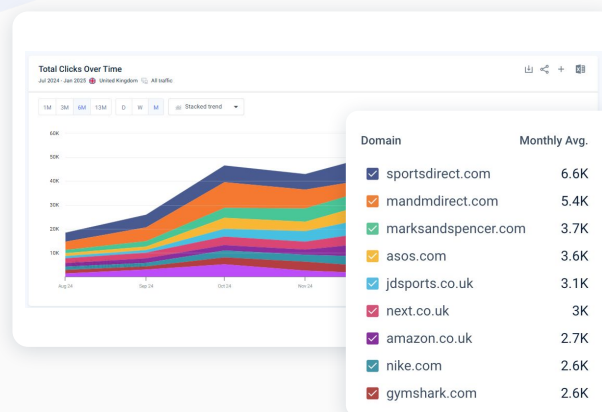
The UK demand for sports gear is booming

Sports gear searches in the UK are outpacing other markets. For instance, searches for 'Men's Joggers' in the UK rose 21% year-over-year (YoY), while they fell by nearly 13% in the US. So, who is seizing the opportunity?

THE CONSUMER SHIFT

Less focus on Sports Brands

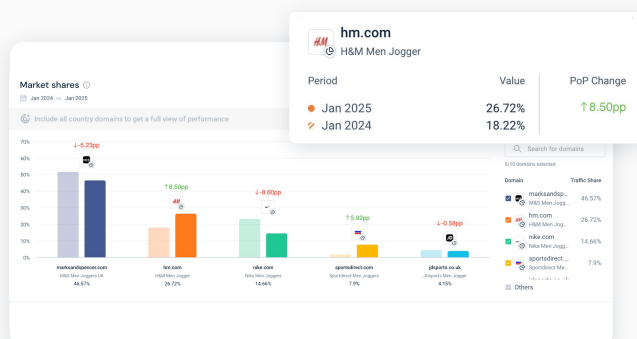
Similarweb data shows that UK consumers are changing how they search for sports gear. While searches for "Nike sweatpants" dropped by 27%, non-branded searches like "Men's joggers" (+24%) and "Running shorts" (+41%) are on the rise. As a result, retailers like JD Sports, Sports Direct, and M&S are getting more visits.



THE BUSINESS CHALLENGE

A growing threat for Nike

Nike benefits from sports retailers selling its products, but shifting consumer behavior presents a challenge. In men's joggers, H&M's market share has risen to 25% (+4.5 pp), while Nike's has dropped from 26% to 19% (-7 pp) in the past year. This shift signals changing preferences and rising competition, as consumers seek affordable options to support their fitness goals.

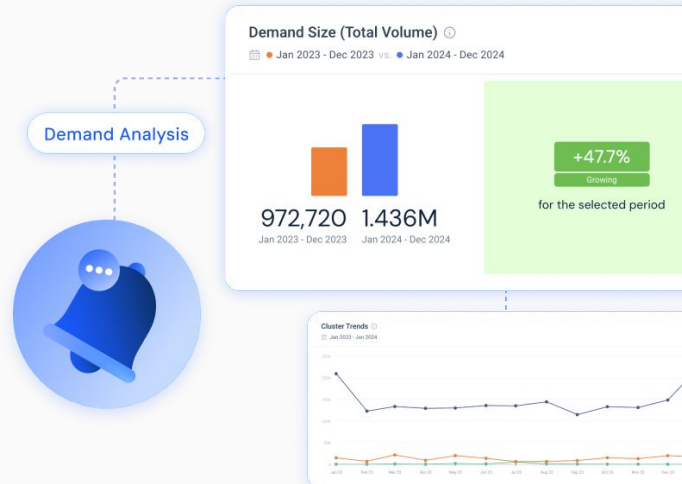


Are you ready to capture the consumer demand?

Demand analysis

Grow your business by spotting the next big consumer trends

With Similarweb's **Demand Analysis**, you can uncover hidden micro and macro consumer trends through online search demand and unlock new growth opportunities.



Missing trends means missing growth. Identify the next consumer trend, before your competitors, and align your strategy with demand.



Maximize your revenue

Discover new growth opportunities and gain digital market share in a competitive landscape.



Optimize product-market-fit

Align products with evolving consumer needs, enhancing product development.



Outpace your competitors

Stay ahead of emerging trends to seize opportunities before competitors do.



Arne Assman
Managing Analyst,
Rakuten

“We use Similarweb on a regular basis to identify industry trends and complement our market research reports. The insights that can be extracted from Similarweb are an invaluable component to our Research And Analysis team's work”

Rakuten

The Similarweb difference



Granular insights

Dives into consumer demand with flexible keyword grouping



Enterprise-ready

Offers top-tier APIs and custom integrations



Full user journey

Map the full user journey: from search interest to buying intent.

Leveraging Demand Analysis for business impact

Understand the demand size

Quantify online consumer demand of topics, products or business-lines. See how the demand and consumer interest varies by country and over time.



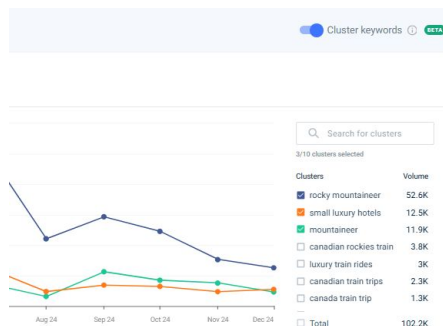
Identify and compare trends in size and growth

Spot trends early ahead of the competition and compare against other consumer trends in size and growth, so you can make demand-led decisions.



Untap hidden niches before they peak

Understand the full picture of demand by analyzing the macro *and* micro trends of consumer behavior and searches. See the signals that reveal hidden niches on the rise.



Track seasonality and online search behavior

Uncover consumer behavior patterns, and seasonality peaks and dips, by analyzing search volume patterns period over period and year over year.



Rex Du

Marketing Professor
University of Texas

“As a source of marketing insights, online search data offers several advantages over survey and social media data. Compared to social media and survey data that can suffer from social desirability biases, online search data can be more reliable in capturing people’s genuine attitudes and thoughts because search engines offer a platform for people to seek information with minimum self-censorship...”

[Discover consumer trends](#)