



## ABSTRACT

Textiles Industry – Announcement for the year 2024–2025 –Detailed Study on the production and market prospects of Sports–Tech and athleisure Dresses in Tamil Nadu – Sanction of Rs.30,00,000/– Orders issued.

### Handlooms, Handicrafts, Textiles and Khadi (C2) Department

G.O.(Ms) No.167

Dated:09–12–2024

குரோதி, கார்த்திகை 24  
Thiruvalluvar Aandu 2055

#### Read:

From the Director of Textiles letter  
Rc.No.3625/2024/G2, Dated.16.07.2024 and  
11.11.2024.

#### ORDER:

The Hon'ble Minister for Handlooms & Textiles has made the following announcement on the floor of the assembly on 27.06.2024.

"தமிழ்நாட்டில் விளையாட்டு துறைசார் ஜவுளிகளின் (Sport–Tech and Athleisure Dresses) உற்பத்தி மற்றும் சந்தைக்கான வாய்ப்புகள் குறித்தான விரிவான ஆய்வு (Detailed Study) மேற்கொள்ளப்படும்."

2. In the letters read above, the Director of Textiles has submitted the proposal for undertaking a detailed market study on production and marketing prospects of Sports tech and Athleisure wear in Tamil Nadu and requested the Government for in–principal clearance to undertake a detailed market study by appointing a consultant/expert in this field through Tamil Nadu Transparency in Tenders Act 1998 and Rule 2000 and also to sanction

a sum of Rs.30.00 lakhs for the expenditure to be incurred to undertake the above study as detailed below:–

## 2.1. OBJECTIVES ON THE PRODUCTION AND MARKET PROSPECTS OF SPORTS–TECH AND ATHLEISURE DRESSES IN TAMIL NADU

The detailed study aims to have a thorough knowledge about the following so as to decide the actions to be taken in the future for the development of this segment of Technical Textiles.

### 2.1.1. Understand Market Dynamics and Growth Trends

- Analyze the global market size and growth rates of the sports tech and athleisure industries.
- Identify key market drivers, including shifts in consumer behaviour, technological advancements, and the impact of health and wellness trends.
- Study regional variations in market demand, focusing on established markets (e.g., North America, Europe) and emerging markets (e.g., Asia–Pacific, Latin America).

### 2.1.2. Analyze Production Processes and Technological Innovations

- Examine the manufacturing processes and materials used in sports tech and athleisure wear, such as performance fabrics, smart textiles, and sustainable materials.
- Assess the role of technology integration in production, including the development of smart fabrics, wearable sensors, and 3D knitting technology.
- Evaluate how sustainability is influencing production methods, focusing on eco–friendly materials, recycling processes, and energy–efficient practices.

### 2.1.3. Evaluate Consumer Preferences and Behavioral Shifts

- Study the evolving preferences of consumers in terms of style, functionality, and sustainability in sports tech and athleisure apparel.
- Explore the impact of fitness culture, work–from–home trends, and the growing demand for versatile, cross–functional clothing.

- Analyze the role of gender inclusivity and size diversity in shaping consumer demand.

#### 2.1.4. Identify Key Players and Competitive Landscape

- Investigate the major brands (e.g., Nike, Adidas, Lululemon) and emerging players (e.g., Gymshark, Vuori) in the sports tech and athleisure markets.
- Study market entry strategies, product differentiation, and competitive positioning of established and direct-to-consumer (DTC) brands.
- Explore collaborations between sportswear companies and tech firms (e.g., wearables integration, smart clothing partnerships).

#### 2.1.5. Explore Challenges and Opportunities in the Industry

- Assess the challenges faced by the industry, including high production costs, market saturation, and environmental concerns related to fast fashion and synthetic materials.
- Carry out SWOT Analysis of the Industry in order to decide the future course of action in the development of the Industry.

### 2.2. SCOPE OF DETAILED STUDY

This study aims to comprehensively explore the production processes, technological advancements, consumer trends, market dynamics, and future prospects of sports tech and athleisure apparel. The key areas of focus include:

#### 2.2.1. Market Overview

**Geographical Focus:** A global analysis, focusing on major regions such as North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa. Special attention will be given to understanding regional trends and the growth potential of emerging markets.

**Market Segmentation:** The market will be segmented based on product categories (e.g., sports tech wear, athleisure, smart wearables), consumer groups (e.g., men, women, children), and distribution channels (e.g., brick-and-mortar, online, direct-to-consumer).

**Timeframe:** Analysis of historical data, the current market scenario, and future projections for the next 5–10 years.

### 2.2.2. Production Analysis

**Materials and Fabric Technologies:** Examination of the fabrics and materials used in sports tech and athleisure, including performance fabrics (e.g., moisture-wicking, compression materials), smart textiles, and sustainable materials (e.g., recycled polyester, organic cotton).

**Manufacturing Processes:** Exploration of advancements in production techniques, such as 3D knitting, laser cutting, and automated production. This includes a focus on cost efficiency, sustainability, and scalability.

**Sustainability Initiatives:** Assessment of the industry's adoption of eco-friendly manufacturing practices, such as recycling processes, low-water dyeing techniques, and the use of biodegradable or recyclable materials.

### 2.2.3. Consumer Behaviour and Trends

**Demographic Insights:** Analysis of how different groups (e.g., Millennials, Gen Z, Gen X, athletes, fitness enthusiasts) are driving demand for sports tech and athleisure wear. Key factors influencing their preferences, such as comfort, functionality, fashion, and sustainability, will be explored.

**Cultural Shifts:** Understanding the growing popularity of fitness culture, the influence of work-from-home lifestyles, and the demand for versatile, all-day wear. Trends like gender-neutral fashion, inclusive sizing, and body positivity will also be considered.

**Digital Influence:** Study of the impact of social media marketing, influencer culture, and e-commerce on consumer buying behaviour and brand loyalty in the sports tech and athleisure markets.

### 2.2.4. Competitive Landscape

**Key Market Players:** Analysis of leading global brands (e.g., Nike, Adidas, Lululemon) and emerging companies (e.g., Gymshark, Vuori, Alo Yoga). Evaluation of their product innovation, market positioning, and growth strategies.

**Collaborations and Technology Partnerships:** Insights into partnerships between apparel brands and tech companies (e.g., smart wearables, integrated fabrics), including case studies of successful collaborations.

**Business Models:** Exploration of various market entry strategies, including direct-to-consumer (DTC) approaches, subscription services, and personalization trends like custom-fit athleisure and smart sportswear.

#### 2.2.5. Industry Challenges and Opportunities

**Production and Cost Challenges:** Identification of high production costs due to technological integration (e.g., smart textiles) and the complexities of scaling sustainable production methods.

**Market Saturation:** Addressing issues of market saturation in athleisure, with strategies on how brands can innovate and differentiate in a crowded space.

**Growth Opportunities:** Highlighting emerging opportunities in sustainability, customization, digital innovation, and regional expansion, especially in underpenetrated markets like Asia-Pacific and Latin America.

**Regulatory and Environmental Considerations:** Analyzing the regulatory landscape for ethical production, sustainable practices, and the challenges posed by environmental regulations.

#### 2.2.6. Future Trends and Innovations

**Technological Advancements:** Exploration of emerging technologies such as wearable tech, AI-powered apparel, and advanced smart fabrics. The role of virtual reality (VR) and augmented reality (AR) in creating enhanced customer experiences (e.g., virtual fitting rooms) will also be covered.

**Shifts in Consumer Expectations:** Forecasting changes in consumer demand for multifunctional apparel, focusing on a balance between performance, fashion, and sustainability. The study will also explore the growing importance of personalization in sports tech and athleisure.

**New Market Niches:** Identifying potential new areas for growth, such as hybrid workwear, modular designs, and gender-neutral athleisure collections that cater to evolving societal norms.

The scope ensures a holistic approach to understanding the production techniques, market prospects, consumer trends, competitive environment, and future direction of the sports tech and athleisure markets, providing actionable insights for stakeholders in the industry.

#### 2.2.7 Implementation of the Project.

- The following two-tier mechanism has been constituted for the implementation of the project 1. Tender Inviting Authority 2. Tender Accepting Authority to invite and finalize the consulting agency to conduct a Detailed Study on the production and market prospects of Sports-Tech and Athleisure Dresses in Tamil Nadu.
- Proposals will be solicited from various consulting agencies by the Tender Inviting Authority through Request for Proposal (R.F.P) under the Tamil Nadu Transparency in Tenders Act 1998 and Rule 2000.
- The received proposals will be perused by the Tender Accepting Authority. After perusal, the consulting agency may be finalized by the Tender Accepting Authority, and a work order will be issued to the selected consulting agency.
- The consultant study report will consist of all the feasible measures of production and market prospects of Sports and Athleisure Dresses in Tamil Nadu, inclusive of the mode of operation.

The following committee may be constituted to call and finalize the proposals from the prospective consulting agencies.

#### I. Tender Inviting Authority:

S.No	Name of the officials	Designation
1.	Joint Director (Technical) Directorate of Textiles, Chennai.	Chairman
2.	Deputy Director (Technical) Directorate of Textiles, Chennai.	Member
3.	Regional Deputy Director, O/o the Regional Deputy Director Textiles, Madurai	Member

4.	Financial Advisor and Chief Accounts Officer, Directorate of Textiles, Chennai.	Member
5.	Thiru. Vijayaragavan, Managing Director M/s. B.V.K Exports India–Tirupur	Member
6.	HOD / Textile Technology Anna University, Chennai	Member

II. Tender Accepting Authority:

S.No	Name of the officials	Designation
1.	The Director, Directorate of Textiles, Chennai.	Chairman
2.	Joint Secretary, Handlooms, Handicrafts, Textiles and Khadi Department, Secretariat, Chennai	Member
3.	Joint Director (Technical) Directorate of Textiles, Chennai.	Member
4.	Financial Advisor and Chief Accounts Officer, Directorate of Textiles, Chennai.	Member
5.	Deputy Director (Technical) Directorate of Textiles, Chennai.	Member
6.	The Director, The South India Textiles Research Association, Coimbatore.	Member

2.3. TERMS OF REFERENCE:

The terms of reference of the study would include the following:

2.3.1. Methodology

The study will employ both quantitative and qualitative research methods, including:

Secondary Research: Review of existing industry reports, market data, academic literature, and publications from leading industry organizations.

**Primary Research:** Conducting surveys, interviews, and focus group discussions with industry experts, key stakeholders, and consumers to gather first-hand insights.

**Competitive Analysis:** Use of SWOT analysis to assess the strengths, weaknesses, opportunities, and threats of key market players and emerging competitors.

**Trend Forecasting:** Use of historical data and predictive modelling to forecast future market trends.

### 2.3.2. Deliverables

The key deliverables for this study include:

**Comprehensive Report:** A detailed report covering all aspects of the market, production processes, consumer trends, competitive landscape, and future prospects and projections, present and future market share by means of Pie Charts, bar charts, regulatory compliances, incentives offered in other states, probable investments which can be expected in Tamil Nadu and policy initiatives.

**Market Forecast:** Projections of market growth, segmented by geography, product type, and consumer demographics over the next 5–10 years.

**Production Analysis:** A deep dive into the production processes, technological innovations, and sustainability efforts within the industry.

**Consumer Insights:** A detailed analysis of consumer behaviour, preferences, and trends shaping demand in the sports tech and athleisure markets.

**Executive Summary:** A concise summary of key findings, trends, and actionable insights for industry stakeholders.

### 2.3.3. Timeline

The study is expected to be completed within 6 months, divided into the following phases.

**Phase 1:** Research/ Module Design and Data Collection (Months 1–2)

**Phase 2:** Data Analysis and Review (Months 3–4)

**Phase 3:** Report Drafting and Market Forecasting (Months 5–6)

**Final Report Submission:** End of Month 6



#### 2.3.4. Team Composition

The study will be conducted by a multidisciplinary team including:

**Market Analysts:** Experts in sports apparel and consumer behavior.

**Production Specialists:** Professionals with knowledge of textile technology and manufacturing processes.

**Sustainability Consultants:** Specialists in sustainable fashion and eco-friendly production practices.

**Industry Experts:** Professionals with experience in athleisure, sports tech, and related industries.

**Data Analysts:** Experts in data modeling, trend forecasting, and market research.

**Financial experts:** Experts in Financial projections and impact analytics.

#### 2.3.5. Budget

The detailed study will have an estimated budget that covers:

- a. Data acquisition costs (e.g., purchasing market reports, access to specialized databases).
- b. Primary research/module expenses (e.g., surveys, interviews).
- c. Consultant and expert fees.
- d. Report writing and production costs

2.3.6 Any other items suggested and agreed mutually.

#### 2.4. TIME SCHEDULE

A draft detailed study report would be submitted within 3 months of the date of signing of agreement. The major findings of the draft report should be shared with the Department of Textiles.

Feedback from the Department should be taken into account by the Consultant firm in the final report in a substantive manner and for the record. Agencies will be required to provide written response within 15 days of receipt of draft report.

The consultant firm will submit the Detailed Project Report within Six months of the date of signing of the agreement, after taking into account the comments of the Department of Textiles on the draft report. Six hard copies along with soft copy of the Final DPR shall be submitted to the Department of Textiles within the period of 6 months from the date of signing of the agreement.

3. The Government after careful examination of the proposal of the Director of Textiles at para 2 above and accord in principal approval to undertake a detailed study on production and marketing prospects of Sport-tech and Athleisure wear in Tamil Nadu by appointing a consultant/ expert in this field through Tamil Nadu Transparency in Tenders Act 1998 and Rule 2000 and also to sanction a sum of Rs.30,00,000/- (Rupees Thirty lakh only) for the expenditure to be incurred to undertake the above study.

4. The amount sanctioned in para 3 above shall be debited to the following head of account:-

"2852 – Industries 08 – Consumer Industries – 202 Textiles  
– State's Expenditure – AP – Commissionerate of Textiles –  
333 – Payments for professional and Special Services –  
03 Special Services"

(IFHRMS DPC : 2852 08 202 AP 33303

5. Necessary additional funds of Rs.30,00,000/- will be provided in RE 2024-2025 to meet the expenditure sanctioned in para 3 above. However, this expenditure shall be brought for the notice of the Legislature by Specific Inclusion in the Supplementary Estimate 2024-2025. Pending provision of such funds, the Director of Textiles is authorized to draw and disburse the amount sanctioned in para 3 above. The Director of Textiles is also directed to include this item of expenditure while sending the budget proposal for RE / FMA 2024-2025 and to send necessary draft explanatory notes for inclusion of this expenditure in the Supplementary Estimates for the year 2024-2025 to the Government in Finance (Ind / BG-I) Department at the appropriate time without fail.

6. This order issues with the concurrence of Finance Department vide its U.O.No.1474/Fin.(Ind)/2024 dated:06.12.2024 and Additional Sanction Ledger No. 1615 (One Thousand six hundred and fifteen) (IFHRMS ASL No. 2024121615).

(BY ORDER OF THE GOVERNOR)

V.AMUTHAVALLI  
SECRETARY TO GOVERNMENT

To

The Director of Textiles, Chennai-600 034.  
The Account General (A&E), Chennai-600 018.  
The Pay and Accounts Officer, Chennai-600 001.

Copy to:

The Special Personal Assistant to Hon'ble Minister (Finance & Environment and Climate Change), Chennai -600 009.  
The Special Personal Assistant to Hon'ble Minister (Handlooms & Textiles), Chennai -600 009.  
The Senior Private Secretary to Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department, Chennai - 600 009.  
The Finance (Industries/BG-I&II/W&M-I) Department, Chennai-9  
Stock File/Spare Copy

//Forwarded // by Order//

*N. Aravamudan*  
Section Officer

10.11  
9/12/24