Sub-sector: Sport
An increased interest and heightened consumer demand for performance apparel has set the foundation for a market comprised of high performance fibers and specialty garment finishes. The light weight and safety features of performance textile products have become important in this sub-sector and allow for substitution of traditional (non-performance) textile materials.

North Carolina Companies Competing in the Sport Sub-sector

TECHNICAL TEXTILE SECTORS

Number of companies: 69
Number of counties: 27
Cluster configuration: Guilford, Wake, Mecklenburg, Alamance, Union
Sales $ (estimated): $1,390,519,811
Employees: 4,341
Products (sample): Antibacterial/antifungal finishes, performance apparel, uniforms, parachutes, marine products (boating supplies)

The sporting sub-sector in North Carolina ranks sixth in terms of companies represented and in terms of sales dollars estimated in comparison to all other North Carolina performance sub-sectors. Growth opportunities exist for North Carolina companies in this sub-sector. Performance materials are often expensive to produce which in turn increases garment cost. Performance sports apparel is not cost competitive and often commands a premium in the marketplace. This sub-sector provides opportunities for traditional textile companies to grow and expand.

Note: Because of North Carolina’s varied geography, enthusiasm for sports and growing recreational economy, this sub-sector could be quite attractive for a local textile cluster.