# The rise of preloved yoga wear in the fight against fast fashion



As the popularity of yoga continues to soar in Western culture, the accompanying surge in demand for yoga apparel has significantly impacted the global fashion market, particularly the fast fashion sector. The latest figures from Fortune Business Insights indicate that in 2024, the global yoga clothing market is valued at approximately $29 billion and is projected to exceed $55 billion within the next decade. In the United States alone, consumer spending on activewear reaches around $48 billion annually, averaging nearly $150 per person. This spending reflects broader cultural shifts toward athleisure wear, with yoga clothing becoming a staple in everyday wardrobes beyond the yoga studio.

However, this rapid growth in yoga apparel consumption raises environmental and ethical concerns. Fast fashion, known for its quick turnover of trendy and relatively inexpensive clothing, often leads to overproduction, waste, and unethical labour practices. These issues stand in contrast to yoga’s foundational values, including the principle of ahimsa, or nonharming.

To address these challenges, many practitioners and conscious consumers are turning to secondhand options when purchasing yoga wear. Choosing preloved, like-new clothing helps delay garments from ending up in landfills and reduces demand for resource-intensive production processes. This shift represents a growing segment of sustainable shopping practices within the yoga community.

Several prominent brands and platforms have embraced this trend by offering initiatives that support a circular fashion economy. For example, Seattle-based brand Girlfriend Collective runs the “Girlfriend to Girlfriend” programme, which allows customers to buy and sell preowned yoga apparel. Similarly, Lululemon offers a “Like New” section featuring gently used items cleaned using a waterless system designed to conserve energy. Athleta, a certified B Corp brand promoting women’s empowerment, has partnered with resale platform ThredUp to sell preloved products at significantly reduced prices — often more than fifty percent off retail.

Beyond these brand-led initiatives, consumers can also explore wider resale options on platforms such as Vestiaire Collective, which authenticates secondhand products from popular athletic brands like Nike, Adidas, and Alo. Other major resale apps, including Poshmark, ThredUp, Mercari, and eBay, offer extensive selections of secondhand yoga clothes, often with special discounts tied to sustainability events—for instance, ThredUp’s 50% off and free shipping offer on Earth Day.

Caitlin Weese, a yoga instructor and trauma therapist from Maryland, expressed her preference for Poshmark in an interview with Yoga Journal. She revealed that approximately 90% of her yoga clothing purchases come from this platform and recommends following favourite brands to receive notifications when new items become available.

For those seeking to minimise shipping costs and engage locally, Facebook Marketplace offers a wide range of used yoga apparel, props, and books, occasionally even fostering connections within local yoga communities.

Traditional thrift stores and flea markets also remain valuable resources for discovering yoga clothing gems at unbeatable prices. A recent visit yielded finds such as a Free People Movement crop tank for $6 and numerous Old Navy tanks and leggings priced under $7. These venues provide opportunities to try less familiar brands and styles with little financial risk, as items can be re-donated or resold if they do not suit the purchaser’s preferences.

The growing focus on sustainable fashion in the yoga community highlights how consumers are adapting their shopping habits and supporting environmentally conscious alternatives. This shift not only preserves the functional and stylish wardrobe needs of yoga practitioners but also aligns more closely with the ethical underpinnings of yoga philosophy.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.fortunebusinessinsights.com/yoga-clothing-market-106312> - Confirms that the global yoga clothing market was valued at approximately $29.69 billion in 2024 and is projected to reach $55.65 billion by 2032, supporting the article's claim on market size and growth projections.
* <https://www.grandviewresearch.com/industry-analysis/yoga-clothing-market> - Supports the article's statement on the rise in yoga clothing demand due to health-conscious populations and athleisure trends, noting the market size at $31.03 billion in 2024 and its connection to broader lifestyle and fitness shifts.
* <https://www.prnewswire.com/news-releases/yoga-clothing-market-to-grow-by-usd-21-25-billion-from-2025-2029--rising-number-of-yoga-practitioners-boosts-the-market-ai-driving-transformation---technavio-302364200.html> - Corroborates the rapid growth in the yoga clothing market driven by increasing numbers of yoga practitioners worldwide.
* <https://www.girlfriend.com/pages/girlfriend-to-girlfriend> - Details the ‘Girlfriend to Girlfriend’ program by Seattle-based Girlfriend Collective, confirming the brand initiative for customers to buy and sell preowned yoga apparel, which supports the article's mention of circular fashion economy efforts.
* <https://shop.lululemon.com/story/like-new-collections> - Describes Lululemon's 'Like New' section featuring gently used items cleaned with waterless technology to conserve energy, backing the article's claim about environmentally conscious brand initiatives.