

Global Reflective sportswear Market Size study & Forecast, by Type (Adjustable Safety Vest Belt, Vest, Tank, T-Shirt, Shorts), by Application (Amateur, Professional) and Regional Analysis, 2023-2030

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Abstracts

Global Reflective sportswear Market is valued at approximately USD 270.201 Million in 2022 and is anticipated to grow with a healthy growth rate of more than 4.3% over the forecast period 2023-2030. Reflective sportswear is sportswear that is designed to be reflective in nature and contains films, threads, and embellishments. The fabrics used in such sportswear contain many small glass beads that refract light. The beads act as a mirror and reflect the light back to the original source. The Reflective sportswear Market is expanding because of factors such as rising trend of e-commerce and the rise in health & fitness. Moreover, the rising trend of e-commerce has impacted the sporting goods industry. Digital commerce has thrived as consumers continue to shop online. Its importance has progressively increased during the last few decades.

According to Statista in 2021, e-commerce sales amounted to approximately USD 5.2 trillion worldwide. By 2027, there should be 5.29 billion users active in the eCommerce market. User penetration is projected to reach 57.2% in 2023 and 66.6% in 2027. The increasing demand for reflective sportswear is due to the increasing importance of healthy living among people around the globe. According to Statista in 2022, the health and fitness industry is anticipated to generate USD 3.56 billion. By 2027, the market is predicted to generate USD 5.77 billion in revenue, with an annual growth rate of 8.71% CAGR from 2022 to 2027. In addition, the rise in technological advancements in reflective sportswear and the development of high-tech designs would create lucrative growth opportunities. However, increased availability of counterfeit products and strict government regulations stifle market growth throughout the forecast period of

2023-2030.

The key regions considered for the Global Reflective sportswear Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is dominating the region owing to factors such as, innovative products have been introduced, online platforms are increasingly utilized for purchasing reflective apparel, and there is a growing trend of consumer engagement in outdoor activities. The growing adoption of high-performance motorcycles and cycles is also driving the demand for reflective sportswear in North America. Asia Pacific is the fastest growing region during the forecast period owing to factors such as increasing participation of the region in various sports events and greater adoption of several sports activities, both professional and recreational players including adventure sports in the region.

Major market player included in this report are:

Adidas AG

Athleta LLC.

illumiNITE

New Balance Athletics, Inc.

Nike, Inc.

Pactimo, LLC

Puma SE

Reflective Sciences Group LLC

RUSEEN Reflective Apparel, LLC.

Under Armour, Inc.

Recent Developments in the Market:

In October 2020, Columbia Sportswear had introduced its groundbreaking Omni-Heat Black Dot technology, the outdoor industry's inaugural external thermal shield designed to shield against cold temperatures. This innovative textile, adorned with numerous multilayered black dots, efficiently captures solar heat and retains warmth, ensuring enhanced cold weather protection

Global Reflective sportswear Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Adjustable Safety Vest Belt

Vest

Tank

T-Shirt

Shorts

By Application:

Amateur

Professional

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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