

Global Swimming Sports Apparel & Accessories Market Size, Share & Trends Analysis Report by Category (Apparel, Accessories), Distribution Channel (Sporting Goods Retailers, Supermarkets & Hypermarkets), and Regional Forecasts 2022-2032

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Abstracts

The global swimming sports apparel & accessories market was valued at USD 26.06 billion in 2023 and is projected to reach USD 38.40 Billion by 2032, growing at a CAGR of 4.4% from 2024 to 2032. The industry's expansion is fueled by rising health consciousness, increasing participation in swimming for fitness, and growing investments in technologically advanced swimwear. The market is further driven by the expanding popularity of swimming leagues, competitions, and recreational swimming, which create a consistent demand for high-performance apparel and accessories.

Swimming has evolved from a leisure activity to an essential fitness regime for many, spurring demand for swimwear with enhanced comfort, durability, and functionality. Technological innovations such as quick-drying, UV-protective, and chlorine-resistant fabrics are revolutionizing product offerings. Additionally, the growing athleisure trend, which allows swimwear to be worn beyond the pool or beach, has gained traction, especially among younger demographics.

A significant transformation in the market is the rising consumer preference for sustainable and eco-friendly products. Major brands are incorporating recycled ocean plastics and biodegradable materials into their swimwear collections, addressing the growing demand for environmentally responsible production methods. The integration of smart swim accessories, such as augmented reality (AR)-equipped swim goggles with real-time performance tracking, is further reshaping consumer choices and boosting innovation.

The accessories segment—comprising swim caps, goggles, fins, training aids, and water shoes—is experiencing a rapid surge in demand. Professional swimmers and fitness enthusiasts are opting for customized swim gear that enhances training efficiency. Furthermore, the advent of digital marketing and influencer promotions is significantly influencing purchasing decisions, with brands leveraging social media platforms to target younger consumers.

Regional Insights- The North American market dominates the swimming sports apparel & accessories sector, supported by a strong competitive swimming culture, increasing participation in fitness swimming, and technological innovations in performance swimwear. The United States leads the market, driven by Olympic-level competitions, extensive school swimming programs, and growing consumer spending on premium swimwear brands.

Europe is another significant region, with countries such as Germany, the U.K., and France witnessing steady demand due to well-established public swimming facilities and fitness-oriented lifestyles. Meanwhile, Asia-Pacific is poised for the highest CAGR over the forecast period, driven by rapid urbanization, rising disposable incomes, and increasing interest in professional swimming and fitness sports. Countries like China, India, and Japan are investing heavily in sports infrastructure, further driving demand for high-quality swimwear and accessories.

Major Market Players Included in This Report:

Speedo International Ltd.

TYR Sport Inc.

Arena Italia S.p.A.

Adidas AG

Nike, Inc.

Mizuno Corporation

Zoggs International Ltd.

Decathlon S.A

Aqua Sphere

Finis Inc.

Jaked S.r.l

Delfina Sport

MP Michael Phelps Swimwear

Dolfin Swimwear

Arena Water Instinct

The Detailed Segments and Sub-Segment of the Market are Explained Below:

By Category:

Apparel

Swimsuits

Baby

Kids

Teens

Men

Women

Tops & Watershirts

Baby

Kids

Men

Women

Accessories

Swim Goggles

Adults

Junior

Swim Caps

Adults

Junior

Fins

Adults

Junior

Towels

Adults

Junior

Water Shoes

Flip-flops (Men, Women, Junior)

Sandals (Men, Women, Junior)

Aquashoes (Men, Women, Junior)

Aqualearning Products

Sun Shelters

By Distribution Channel:

Sporting Goods Retailers

Supermarkets & Hypermarkets

Exclusive Brand Outlets

Online

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032)

Annualized revenue trends & regional analysis for each market segment

Geographical landscape analysis with country-level market insights

Competitive landscape overview, including major market players

Evaluation of key business strategies and investment opportunities

In-depth market segmentation based on product, distribution channel, and region

Analysis of demand-side & supply-side market dynamics

Contents

CHAPTER 1. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET EXECUTIVE SUMMARY

- 1.1. Global Swimming Sports Apparel & Accessories Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Category
 - 1.3.2. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET

DYNAMICS

3.1. Market Drivers

- 3.1.1. Growing Health & Fitness Awareness Driving Swimming Participation
- 3.1.2. Rising Popularity of Competitive Swimming & National Events
- 3.1.3. Advancements in Swimwear Material Technology Enhancing Performance

3.2. Market Challenges

- 3.2.1. High Costs of Premium & Performance Swimwear
- 3.2.2. Seasonal Demand Fluctuations Impacting Sales

3.3. Market Opportunities

- 3.3.1. Increasing Demand for Sustainable & Eco-Friendly Swimwear
- 3.3.2. Expansion of E-commerce & Direct-to-Consumer Sales Channels
- 3.3.3. Growth of Personalized & Custom Swimwear

CHAPTER 4. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunities

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET

SIZE & FORECASTS BY CATEGORY 2022-2032

5.1. Segment Dashboard

5.2. Global Swimming Sports Apparel & Accessories Market: Category Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

5.2.1. Apparel

5.2.1.1. Swimsuits

5.2.1.2. Tops & Watershirts

5.2.2. Accessories

5.2.2.1. Swim Goggles

5.2.2.2. Swim Caps

5.2.2.3. Fins

5.2.2.4. Towels

5.2.2.5. Water Shoes

5.2.2.6. Aqualearning Products

CHAPTER 6. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

6.1. Segment Dashboard

6.2. Global Swimming Sports Apparel & Accessories Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. Sporting Goods Retailers

6.2.2. Supermarkets & Hypermarkets

6.2.3. Exclusive Brand Outlets

6.2.4. Online

6.2.5. Others

CHAPTER 7. GLOBAL SWIMMING SPORTS APPAREL & ACCESSORIES MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1. North America Swimming Sports Apparel & Accessories Market

7.1.1. U.S.

7.1.2. Canada

7.1.3. Mexico

7.2. Europe Swimming Sports Apparel & Accessories Market

7.2.1. U.K.

7.2.2. Germany

7.2.3. France

- 7.2.4. Italy
- 7.2.5. Spain
- 7.2.6. Rest of Europe
- 7.3. Asia-Pacific Swimming Sports Apparel & Accessories Market
 - 7.3.1. China
 - 7.3.2. India
 - 7.3.3. Japan
 - 7.3.4. Australia & New Zealand
 - 7.3.5. South Korea
 - 7.3.6. Rest of Asia-Pacific
- 7.4. Central & South America Swimming Sports Apparel & Accessories Market
 - 7.4.1. Brazil
 - 7.4.2. Rest of Central & South America
- 7.5. Middle East & Africa Swimming Sports Apparel & Accessories Market
 - 7.5.1. South Africa
 - 7.5.2. Rest of Middle East & Africa

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Speedo International Ltd.
 - 8.1.2. TYR Sport Inc.
 - 8.1.3. Adidas AG
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Speedo International Ltd.
 - 8.3.2. TYR Sport Inc.
 - 8.3.3. Arena Italia S.p.A.
 - 8.3.4. Adidas AG
 - 8.3.5. Nike, Inc.
 - 8.3.6. Mizuno Corporation
 - 8.3.7. Zoggs International Ltd.
 - 8.3.8. Decathlon S.A
 - 8.3.9. Aqua Sphere
 - 8.3.10. Finis Inc.

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process

- 9.1.1. Data Mining
- 9.1.2. Analysis
- 9.1.3. Market Estimation
- 9.1.4. Validation
- 9.1.5. Publishing
- 9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Swimming Sports Apparel & Accessories market, report scope

TABLE 2. Global Swimming Sports Apparel & Accessories market estimates & forecasts by Region 2022-2032 (USD Million/Billion)

TABLE 3. Global Swimming Sports Apparel & Accessories market estimates & forecasts by Category 2022-2032 (USD Million/Billion)

TABLE 4. Global Swimming Sports Apparel & Accessories market estimates & forecasts by Distribution Channel 2022-2032 (USD Million/Billion)

...

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

FIG 1. Global Swimming Sports Apparel & Accessories market, research methodology

FIG 2. Global Swimming Sports Apparel & Accessories market, market estimation techniques

FIG 3. Global Swimming Sports Apparel & Accessories market, key trends 2023

...

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