

Global Bikini Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G2000FA37AD2EN.html>

Date: December 2024

Pages: 154

Price: US\$ 2,800.00 (Single User License)

ID: G2000FA37AD2EN

Abstracts

Report Overview

Bikinis are a type of swimwear designed for women, typically consisting of two separate pieces that cover the chest and pelvic area. They are popular for beachwear, pool parties, and other recreational activities involving water. The bikini market is a segment within the broader swimwear industry, characterized by its unique design and appeal to a specific demographic.

In 2023, the global bikini market size was valued at approximately \$8.7 billion. The market is expected to grow at a compound annual growth rate (CAGR) of 5.8% from 2024 to 2032, reaching around \$12.5 billion by the end of the forecast period. Key growth drivers for the bikini market include changing fashion trends, increasing disposable income in emerging markets, growing popularity of beach holidays, and the rise of social media influencing consumer preferences.

One prominent trend in the bikini market is the shift towards sustainable and eco-friendly materials. Consumers are becoming more environmentally conscious, leading to a demand for bikinis made from recycled materials or produced through sustainable practices. Brands are responding to this trend by incorporating recycled fabrics, reducing water usage in production, and promoting ethical manufacturing processes.

Another trend shaping the market is the focus on inclusive sizing and body positivity. Brands are expanding their size ranges to cater to a diverse customer base, including plus-size and petite options. This trend aligns with the growing movement towards body acceptance and diversity in the fashion industry, resonating with consumers seeking inclusive and empowering swimwear options.

Additionally, the rise of online shopping and direct-to-consumer brands is transforming the way bikinis are marketed and sold. E-commerce platforms offer a convenient shopping experience, personalized recommendations, and easy returns, driving the growth of online bikini sales. Social media platforms like Instagram and TikTok play a significant role in shaping consumer preferences and driving trends in the bikini market.

In terms of regional market distribution, North America and Europe are leading markets for bikinis, driven by a strong culture of beach vacations, fashion-conscious consumers, and established swimwear brands. Asia Pacific is a rapidly growing market due to increasing disposable income, rising interest in beach tourism, and the influence of Western fashion trends. Latin America and the Middle East also present opportunities for market growth, fueled by a growing tourism industry and changing lifestyle preferences.

Despite the positive outlook, the bikini market faces challenges such as seasonality, as demand is highly dependent on the summer months in many regions. Fluctuations in consumer preferences, intense competition among brands, and the need to stay ahead of rapidly evolving fashion trends are additional challenges that companies in the bikini market must navigate to maintain their competitive edge. To address these challenges, companies should focus on innovation, sustainability, inclusivity, and digital marketing strategies to capture market share and sustain growth in the dynamic bikini market landscape.

This report provides a deep insight into the global Bikini market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Bikini Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Bikini market in any manner.

Global Bikini Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

La perla

RELLECIGA

Beach Bunny Swimwear

Victoria's Secrets

Seafolly

Zimmermann

CHANEL

Billabong

Maaji

L*SPACE

Dolce & Gabbana

Gottex

Missoni

Anjuna

LVHM

Market Segmentation (by Type)

Nylon

Spandex

Other

Market Segmentation (by Application)

Distribution

Direct Selling

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Bikini Market

Overview of the regional outlook of the Bikini Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Bikini Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Bikini

1.2 Key Market Segments

1.2.1 Bikini Segment by Type

1.2.2 Bikini Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 BIKINI MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Bikini Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Bikini Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 BIKINI MARKET COMPETITIVE LANDSCAPE

3.1 Global Bikini Sales by Manufacturers (2019-2024)

3.2 Global Bikini Revenue Market Share by Manufacturers (2019-2024)

3.3 Bikini Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Bikini Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Bikini Sales Sites, Area Served, Product Type

3.6 Bikini Market Competitive Situation and Trends

3.6.1 Bikini Market Concentration Rate

3.6.2 Global 5 and 10 Largest Bikini Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 BIKINI INDUSTRY CHAIN ANALYSIS

4.1 Bikini Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BIKINI MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 BIKINI MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Bikini Sales Market Share by Type (2019-2024)

6.3 Global Bikini Market Size Market Share by Type (2019-2024)

6.4 Global Bikini Price by Type (2019-2024)

7 BIKINI MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Bikini Market Sales by Application (2019-2024)

7.3 Global Bikini Market Size (M USD) by Application (2019-2024)

7.4 Global Bikini Sales Growth Rate by Application (2019-2024)

8 BIKINI MARKET SALES BY REGION

8.1 Global Bikini Sales by Region

8.1.1 Global Bikini Sales by Region

8.1.2 Global Bikini Sales Market Share by Region

8.2 Global Bikini Market Size by Region

8.2.1 Global Bikini Market Size by Region

8.2.2 Global Bikini Market Size Market Share by Region

8.3 North America

8.3.1 North America Bikini Sales by Country

8.3.2 North America Bikini Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Bikini Sales by Country

8.4.2 Europe Bikini Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Bikini Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Bikini Market Size by Region

8.6.2 Asia Pacific Bikini Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Bikini Sales by Country

8.7.2 South America Bikini Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Bikini Sales by Region

8.8.2 Middle East and Africa Bikini Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 BIKINI MARKET PRODUCTION BY REGION

- 9.1 Global Production of Bikini by Region (2019-2024)
- 9.2 Global Bikini Revenue Market Share by Region (2019-2024)
- 9.3 Global Bikini Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Bikini Production
 - 9.4.1 North America Bikini Production Growth Rate (2019-2024)
 - 9.4.2 North America Bikini Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Bikini Production
 - 9.5.1 Europe Bikini Production Growth Rate (2019-2024)
 - 9.5.2 Europe Bikini Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Bikini Production (2019-2024)
 - 9.6.1 Japan Bikini Production Growth Rate (2019-2024)
 - 9.6.2 Japan Bikini Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Bikini Production (2019-2024)
 - 9.7.1 China Bikini Production Growth Rate (2019-2024)
 - 9.7.2 China Bikini Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 La perla
 - 10.1.1 La perla Bikini Basic Information
 - 10.1.2 La perla Bikini Product Overview
 - 10.1.3 La perla Bikini Product Market Performance
 - 10.1.4 La perla Business Overview
 - 10.1.5 La perla Bikini SWOT Analysis
 - 10.1.6 La perla Recent Developments
- 10.2 RELLECIGA
 - 10.2.1 RELLECIGA Bikini Basic Information
 - 10.2.2 RELLECIGA Bikini Product Overview
 - 10.2.3 RELLECIGA Bikini Product Market Performance
 - 10.2.4 RELLECIGA Business Overview
 - 10.2.5 RELLECIGA Bikini SWOT Analysis
 - 10.2.6 RELLECIGA Recent Developments

10.3 Beach Bunny Swimwear

- 10.3.1 Beach Bunny Swimwear Bikini Basic Information
- 10.3.2 Beach Bunny Swimwear Bikini Product Overview
- 10.3.3 Beach Bunny Swimwear Bikini Product Market Performance
- 10.3.4 Beach Bunny Swimwear Bikini SWOT Analysis
- 10.3.5 Beach Bunny Swimwear Business Overview
- 10.3.6 Beach Bunny Swimwear Recent Developments

10.4 Victoria's Secrets

- 10.4.1 Victoria's Secrets Bikini Basic Information
- 10.4.2 Victoria's Secrets Bikini Product Overview
- 10.4.3 Victoria's Secrets Bikini Product Market Performance
- 10.4.4 Victoria's Secrets Business Overview
- 10.4.5 Victoria's Secrets Recent Developments

10.5 Seafolly

- 10.5.1 Seafolly Bikini Basic Information
- 10.5.2 Seafolly Bikini Product Overview
- 10.5.3 Seafolly Bikini Product Market Performance
- 10.5.4 Seafolly Business Overview
- 10.5.5 Seafolly Recent Developments

10.6 Zimmermann

- 10.6.1 Zimmermann Bikini Basic Information
- 10.6.2 Zimmermann Bikini Product Overview
- 10.6.3 Zimmermann Bikini Product Market Performance
- 10.6.4 Zimmermann Business Overview
- 10.6.5 Zimmermann Recent Developments

10.7 CHANEL

- 10.7.1 CHANEL Bikini Basic Information
- 10.7.2 CHANEL Bikini Product Overview
- 10.7.3 CHANEL Bikini Product Market Performance
- 10.7.4 CHANEL Business Overview
- 10.7.5 CHANEL Recent Developments

10.8 Billabong

- 10.8.1 Billabong Bikini Basic Information
- 10.8.2 Billabong Bikini Product Overview
- 10.8.3 Billabong Bikini Product Market Performance
- 10.8.4 Billabong Business Overview
- 10.8.5 Billabong Recent Developments

10.9 Maaji

- 10.9.1 Maaji Bikini Basic Information

- 10.9.2 Maaji Bikini Product Overview
- 10.9.3 Maaji Bikini Product Market Performance
- 10.9.4 Maaji Business Overview
- 10.9.5 Maaji Recent Developments
- 10.10 L*SPACE
 - 10.10.1 L*SPACE Bikini Basic Information
 - 10.10.2 L*SPACE Bikini Product Overview
 - 10.10.3 L*SPACE Bikini Product Market Performance
 - 10.10.4 L*SPACE Business Overview
 - 10.10.5 L*SPACE Recent Developments
- 10.11 Dolce and Gabbana
 - 10.11.1 Dolce and Gabbana Bikini Basic Information
 - 10.11.2 Dolce and Gabbana Bikini Product Overview
 - 10.11.3 Dolce and Gabbana Bikini Product Market Performance
 - 10.11.4 Dolce and Gabbana Business Overview
 - 10.11.5 Dolce and Gabbana Recent Developments
- 10.12 Gottex
 - 10.12.1 Gottex Bikini Basic Information
 - 10.12.2 Gottex Bikini Product Overview
 - 10.12.3 Gottex Bikini Product Market Performance
 - 10.12.4 Gottex Business Overview
 - 10.12.5 Gottex Recent Developments
- 10.13 Missoni
 - 10.13.1 Missoni Bikini Basic Information
 - 10.13.2 Missoni Bikini Product Overview
 - 10.13.3 Missoni Bikini Product Market Performance
 - 10.13.4 Missoni Business Overview
 - 10.13.5 Missoni Recent Developments
- 10.14 Anjuna
 - 10.14.1 Anjuna Bikini Basic Information
 - 10.14.2 Anjuna Bikini Product Overview
 - 10.14.3 Anjuna Bikini Product Market Performance
 - 10.14.4 Anjuna Business Overview
 - 10.14.5 Anjuna Recent Developments
- 10.15 LVHM
 - 10.15.1 LVHM Bikini Basic Information
 - 10.15.2 LVHM Bikini Product Overview
 - 10.15.3 LVHM Bikini Product Market Performance
 - 10.15.4 LVHM Business Overview

10.15.5 LVHM Recent Developments

11 BIKINI MARKET FORECAST BY REGION

11.1 Global Bikini Market Size Forecast

11.2 Global Bikini Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Bikini Market Size Forecast by Country

11.2.3 Asia Pacific Bikini Market Size Forecast by Region

11.2.4 South America Bikini Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Bikini by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Bikini Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Bikini by Type (2025-2032)

12.1.2 Global Bikini Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Bikini by Type (2025-2032)

12.2 Global Bikini Market Forecast by Application (2025-2032)

12.2.1 Global Bikini Sales (K Units) Forecast by Application

12.2.2 Global Bikini Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Bikini Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G2000FA37AD2EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G2000FA37AD2EN.html>