

Global Electronic Textiles Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Electronic Textiles competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Electronic Textiles (E-textiles) are an innovative class of materials and products that integrate electronic components, conductive fibers, or flexible circuits directly into textile structures. They maintain the softness, breathability, and wearability of traditional fabrics while enabling functions such as data collection, signal transmission, energy storage, and intelligent response. Applications span medical monitoring (e.g., heart rate and temperature sensing), sports and fitness (e.g., motion capture and performance analytics), defense and security (e.g., tactical communications and adaptive camouflage), as well as smart homes and industrial IoT. With advances in flexible electronics, miniaturized sensors, and washable, durable manufacturing techniques, E-textiles are moving from the lab to commercial production, becoming a key driver in the convergence of wearable technology and smart manufacturing. The electronic textiles market is currently in a phase of rapid interdisciplinary growth, combining material science, flexible electronics, textile engineering, and information technology. Recent advancements in flexible sensors, conductive fibers, low-power chips, and wireless communication modules have significantly increased product maturity, enabling E-textiles to transition from lab prototypes to commercial deployment. In healthcare, they are used for long-term monitoring of chronic patients; in sports and fitness, they enable posture analysis and performance optimization; in defense, they support battlefield situational awareness and soldier health tracking. The consumer market is also experimenting with integration into fashion, entertainment, and home environments, leading to a trend that balances technical functionality with lifestyle aesthetics. Future growth of E-textiles will center around two main directions: the first is

fabric-level functional integration, embedding multi-functional sensing, energy harvesting, and data communication modules directly into yarns and fabric structures, making products indistinguishable from conventional garments in appearance and comfort while offering multiple intelligent features. The second is system-level platformization, where E-textiles evolve beyond standalone hardware into integrated smart systems linked with cloud platforms, AI analytics, edge computing, and AR/VR interfaces for real-time data processing and feedback. The proliferation of 5G, IoT, and renewable energy technologies will further expand their application scope. Key market drivers include the digital transformation of healthcare, growing demand for personalized fitness solutions, increased needs for military and industrial safety monitoring, and consumer interest in merging fashion with function. Policy support for smart manufacturing and wearable technologies in multiple countries is also fueling industry growth. However, high production costs, immature flexible manufacturing processes, inadequate washability and durability, limited energy supply, and inconsistent international regulations and standards remain major challenges for mass adoption. In the coming years, industry success will depend not only on technological sophistication but also on the ability to deliver scenario-specific, reliable, and commercially sustainable solutions.

The global Electronic Textiles market size was estimated at USD 3632.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 16.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Electronic Textiles market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Electronic Textiles market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Electronic Textiles market.

Global Electronic Textiles Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Toray Industries
Adidas
Jabil
Under Armour
Hexoskin
Myant
Outlast Technologies
Xenoma
NyokaTechnologies
Sensoria
AiQ Smart Clothing
Siren
Athos
Schoeller Textil
Myontec
Nextiles
Wearable X
Eeonyx

Market Segmentation (by Type)

Passive E-textiles

Active E-textiles

Ultra-smart E-textiles

Market Segmentation (by Application)

Medical

Defense and Military

Sports and Fitness

Fashion and Entertainment

Other

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 Electronic Textiles Market

Overview of the regional outlook of the Electronic Textiles Market:

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 Electronic Textiles 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 shares the main producing countries of Electronic Textiles, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Electronic Textiles

1.2 Key Market Segments

1.2.1 Electronic Textiles Segment by Type

1.2.2 Electronic Textiles 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 ELECTRONIC TEXTILES MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Electronic Textiles Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Electronic Textiles Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 ELECTRONIC TEXTILES MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Electronic Textiles Product Life Cycle

3.3 Global Electronic Textiles Sales by Manufacturers (2020-2025)

3.4 Global Electronic Textiles Revenue Market Share by Manufacturers (2020-2025)

3.5 Electronic Textiles Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Electronic Textiles Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Electronic Textiles Market Competitive Situation and Trends

3.8.1 Electronic Textiles Market Concentration Rate

3.8.2 Global 5 and 10 Largest Electronic Textiles Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 ELECTRONIC TEXTILES INDUSTRY CHAIN ANALYSIS

- 4.1 Electronic Textiles 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 ELECTRONIC TEXTILES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Electronic Textiles Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Electronic Textiles Market
- 5.7 ESG Ratings of Leading Companies

6 ELECTRONIC TEXTILES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Electronic Textiles Sales Market Share by Type (2020-2025)
- 6.3 Global Electronic Textiles Market Size by Type (2020-2025)
- 6.4 Global Electronic Textiles Price by Type (2020-2025)

7 ELECTRONIC TEXTILES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Electronic Textiles Market Sales by Application (2020-2025)
- 7.3 Global Electronic Textiles Market Size (M USD) by Application (2020-2025)

7.4 Global Electronic Textiles Sales Growth Rate by Application (2020-2025)

8 ELECTRONIC TEXTILES MARKET SALES BY REGION

8.1 Global Electronic Textiles Sales by Region

8.1.1 Global Electronic Textiles Sales by Region

8.1.2 Global Electronic Textiles Sales Market Share by Region

8.2 Global Electronic Textiles Market Size by Region

8.2.1 Global Electronic Textiles Market Size by Region

8.2.2 Global Electronic Textiles Market Size by Region

8.3 North America

8.3.1 North America Electronic Textiles Sales by Country

8.3.2 North America Electronic Textiles 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 Electronic Textiles Sales by Country

8.4.2 Europe Electronic Textiles 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 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Electronic Textiles Sales by Region

8.5.2 Asia Pacific Electronic Textiles Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Electronic Textiles Sales by Country

8.6.2 South America Electronic Textiles Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Electronic Textiles Sales by Region
- 8.7.2 Middle East and Africa Electronic Textiles Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 ELECTRONIC TEXTILES MARKET PRODUCTION BY REGION

- 9.1 Global Production of Electronic Textiles by Region(2020-2025)
- 9.2 Global Electronic Textiles Revenue Market Share by Region (2020-2025)
- 9.3 Global Electronic Textiles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Electronic Textiles Production
 - 9.4.1 North America Electronic Textiles Production Growth Rate (2020-2025)
 - 9.4.2 North America Electronic Textiles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Electronic Textiles Production
 - 9.5.1 Europe Electronic Textiles Production Growth Rate (2020-2025)
 - 9.5.2 Europe Electronic Textiles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Electronic Textiles Production (2020-2025)
 - 9.6.1 Japan Electronic Textiles Production Growth Rate (2020-2025)
 - 9.6.2 Japan Electronic Textiles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Electronic Textiles Production (2020-2025)
 - 9.7.1 China Electronic Textiles Production Growth Rate (2020-2025)
 - 9.7.2 China Electronic Textiles Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Toray Industries
 - 10.1.1 Toray Industries Basic Information
 - 10.1.2 Toray Industries Electronic Textiles Product Overview
 - 10.1.3 Toray Industries Electronic Textiles Product Market Performance
 - 10.1.4 Toray Industries Business Overview
 - 10.1.5 Toray Industries SWOT Analysis

- 10.1.6 Toray Industries Recent Developments
- 10.2 Adidas
 - 10.2.1 Adidas Basic Information
 - 10.2.2 Adidas Electronic Textiles Product Overview
 - 10.2.3 Adidas Electronic Textiles Product Market Performance
 - 10.2.4 Adidas Business Overview
 - 10.2.5 Adidas SWOT Analysis
 - 10.2.6 Adidas Recent Developments
- 10.3 Jabil
 - 10.3.1 Jabil Basic Information
 - 10.3.2 Jabil Electronic Textiles Product Overview
 - 10.3.3 Jabil Electronic Textiles Product Market Performance
 - 10.3.4 Jabil Business Overview
 - 10.3.5 Jabil SWOT Analysis
 - 10.3.6 Jabil Recent Developments
- 10.4 Under Armour
 - 10.4.1 Under Armour Basic Information
 - 10.4.2 Under Armour Electronic Textiles Product Overview
 - 10.4.3 Under Armour Electronic Textiles Product Market Performance
 - 10.4.4 Under Armour Business Overview
 - 10.4.5 Under Armour Recent Developments
- 10.5 Hexoskin
 - 10.5.1 Hexoskin Basic Information
 - 10.5.2 Hexoskin Electronic Textiles Product Overview
 - 10.5.3 Hexoskin Electronic Textiles Product Market Performance
 - 10.5.4 Hexoskin Business Overview
 - 10.5.5 Hexoskin Recent Developments
- 10.6 Myant
 - 10.6.1 Myant Basic Information
 - 10.6.2 Myant Electronic Textiles Product Overview
 - 10.6.3 Myant Electronic Textiles Product Market Performance
 - 10.6.4 Myant Business Overview
 - 10.6.5 Myant Recent Developments
- 10.7 Outlast Technologies
 - 10.7.1 Outlast Technologies Basic Information
 - 10.7.2 Outlast Technologies Electronic Textiles Product Overview
 - 10.7.3 Outlast Technologies Electronic Textiles Product Market Performance
 - 10.7.4 Outlast Technologies Business Overview
 - 10.7.5 Outlast Technologies Recent Developments

10.8 Xenoma

10.8.1 Xenoma Basic Information

10.8.2 Xenoma Electronic Textiles Product Overview

10.8.3 Xenoma Electronic Textiles Product Market Performance

10.8.4 Xenoma Business Overview

10.8.5 Xenoma Recent Developments

10.9 NyokaTechnologies

10.9.1 NyokaTechnologies Basic Information

10.9.2 NyokaTechnologies Electronic Textiles Product Overview

10.9.3 NyokaTechnologies Electronic Textiles Product Market Performance

10.9.4 NyokaTechnologies Business Overview

10.9.5 NyokaTechnologies Recent Developments

10.10 Sensoria

10.10.1 Sensoria Basic Information

10.10.2 Sensoria Electronic Textiles Product Overview

10.10.3 Sensoria Electronic Textiles Product Market Performance

10.10.4 Sensoria Business Overview

10.10.5 Sensoria Recent Developments

10.11 AiQ Smart Clothing

10.11.1 AiQ Smart Clothing Basic Information

10.11.2 AiQ Smart Clothing Electronic Textiles Product Overview

10.11.3 AiQ Smart Clothing Electronic Textiles Product Market Performance

10.11.4 AiQ Smart Clothing Business Overview

10.11.5 AiQ Smart Clothing Recent Developments

10.12 Siren

10.12.1 Siren Basic Information

10.12.2 Siren Electronic Textiles Product Overview

10.12.3 Siren Electronic Textiles Product Market Performance

10.12.4 Siren Business Overview

10.12.5 Siren Recent Developments

10.13 Athos

10.13.1 Athos Basic Information

10.13.2 Athos Electronic Textiles Product Overview

10.13.3 Athos Electronic Textiles Product Market Performance

10.13.4 Athos Business Overview

10.13.5 Athos Recent Developments

10.14 Schoeller Textil

10.14.1 Schoeller Textil Basic Information

10.14.2 Schoeller Textil Electronic Textiles Product Overview

- 10.14.3 Schoeller Textil Electronic Textiles Product Market Performance
- 10.14.4 Schoeller Textil Business Overview
- 10.14.5 Schoeller Textil Recent Developments
- 10.15 Myontec
 - 10.15.1 Myontec Basic Information
 - 10.15.2 Myontec Electronic Textiles Product Overview
 - 10.15.3 Myontec Electronic Textiles Product Market Performance
 - 10.15.4 Myontec Business Overview
 - 10.15.5 Myontec Recent Developments
- 10.16 Nextiles
 - 10.16.1 Nextiles Basic Information
 - 10.16.2 Nextiles Electronic Textiles Product Overview
 - 10.16.3 Nextiles Electronic Textiles Product Market Performance
 - 10.16.4 Nextiles Business Overview
 - 10.16.5 Nextiles Recent Developments
- 10.17 Wearable X
 - 10.17.1 Wearable X Basic Information
 - 10.17.2 Wearable X Electronic Textiles Product Overview
 - 10.17.3 Wearable X Electronic Textiles Product Market Performance
 - 10.17.4 Wearable X Business Overview
 - 10.17.5 Wearable X Recent Developments
- 10.18 Eeonyx
 - 10.18.1 Eeonyx Basic Information
 - 10.18.2 Eeonyx Electronic Textiles Product Overview
 - 10.18.3 Eeonyx Electronic Textiles Product Market Performance
 - 10.18.4 Eeonyx Business Overview
 - 10.18.5 Eeonyx Recent Developments

11 ELECTRONIC TEXTILES MARKET FORECAST BY REGION

- 11.1 Global Electronic Textiles Market Size Forecast
- 11.2 Global Electronic Textiles Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Electronic Textiles Market Size Forecast by Country
 - 11.2.3 Asia Pacific Electronic Textiles Market Size Forecast by Region
 - 11.2.4 South America Electronic Textiles Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Electronic Textiles by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Electronic Textiles Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Electronic Textiles by Type (2026-2035)

12.1.2 Global Electronic Textiles Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Electronic Textiles by Type (2026-2035)

12.2 Global Electronic Textiles Market Forecast by Application (2026-2035)

12.2.1 Global Electronic Textiles Sales (K Units) Forecast by Application

12.2.2 Global Electronic Textiles Market Size (M USD) Forecast by Application
(2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Electronic Textiles Market Size by Type (M USD)
Table 4. Global Electronic Textiles Market Size by Application
Table 5. Electronic Textiles Market Size Comparison by Region (M USD)
Table 6. Global Electronic Textiles Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Electronic Textiles Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Electronic Textiles Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Electronic Textiles Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Electronic Textiles as of 2025)
Table 11. Global Market Electronic Textiles Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers? Manufacturing Sites, Areas Served
Table 13. Manufacturers? Product Type
Table 14. Global Electronic Textiles Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Electronic Textiles Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Electronic Textiles Sales by Type (K Units)
Table 27. Global Electronic Textiles Market Size by Type (M USD)
Table 28. Global Electronic Textiles Sales (K Units) by Type (2020-2025)
Table 29. Global Electronic Textiles Sales Market Share by Type (2020-2025)
Table 30. Global Electronic Textiles Market Size (M USD) by Type (2020-2025)
Table 31. Global Electronic Textiles Market Share by Type (2020-2025)

Table 32. Global Electronic Textiles Price (USD/Unit) by Type (2020-2025)
Table 33. Global Electronic Textiles Sales (K Units) by Application
Table 34. Global Electronic Textiles Market Size by Application
Table 35. Global Electronic Textiles Sales by Application (2020-2025) & (K Units)
Table 36. Global Electronic Textiles Sales Market Share by Application (2020-2025)
Table 37. Global Electronic Textiles Market Size by Application (2020-2025) & (M USD)
Table 38. Global Electronic Textiles Market Share by Application (2020-2025)
Table 39. Global Electronic Textiles Sales Growth Rate by Application (2020-2025)
Table 40. Global Electronic Textiles Sales by Region (2020-2025) & (K Units)
Table 41. Global Electronic Textiles Sales Market Share by Region (2020-2025)
Table 42. Global Electronic Textiles Market Size by Region (2020-2025) & (M USD)
Table 43. Global Electronic Textiles Market Size by Region (2020-2025)
Table 44. North America Electronic Textiles Sales by Country (2020-2025) & (K Units)
Table 45. North America Electronic Textiles Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Electronic Textiles Sales by Country (2020-2025) & (K Units)
Table 47. Europe Electronic Textiles Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Electronic Textiles Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Electronic Textiles Market Size by Region (2020-2025) & (M USD)
Table 50. South America Electronic Textiles Sales by Country (2020-2025) & (K Units)
Table 51. South America Electronic Textiles Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Electronic Textiles Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Electronic Textiles Market Size by Region (2020-2025) & (M USD)
Table 54. Global Electronic Textiles Production (K Units) by Region(2020-2025)
Table 55. Global Electronic Textiles Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Electronic Textiles Revenue Market Share by Region (2020-2025)
Table 57. Global Electronic Textiles Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Electronic Textiles Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Electronic Textiles Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Electronic Textiles Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Electronic Textiles Production (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 62. Toray Industries Basic Information

Table 63. Toray Industries Electronic Textiles Product Overview

Table 64. Toray Industries Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Toray Industries Business Overview

Table 66. Toray Industries SWOT Analysis

Table 67. Toray Industries Recent Developments

Table 68. Adidas Basic Information

Table 69. Adidas Electronic Textiles Product Overview

Table 70. Adidas Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Adidas Business Overview

Table 72. Adidas SWOT Analysis

Table 73. Adidas Recent Developments

Table 74. Jabil Basic Information

Table 75. Jabil Electronic Textiles Product Overview

Table 76. Jabil Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Jabil Business Overview

Table 78. Jabil SWOT Analysis

Table 79. Jabil Recent Developments

Table 80. Under Armour Basic Information

Table 81. Under Armour Electronic Textiles Product Overview

Table 82. Under Armour Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Under Armour Business Overview

Table 84. Under Armour Recent Developments

Table 85. Hexoskin Basic Information

Table 86. Hexoskin Electronic Textiles Product Overview

Table 87. Hexoskin Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Hexoskin Business Overview

Table 89. Hexoskin Recent Developments

Table 90. Myant Basic Information

Table 91. Myant Electronic Textiles Product Overview

Table 92. Myant Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Myant Business Overview

Table 94. Myant Recent Developments

Table 95. Outlast Technologies Basic Information

Table 96. Outlast Technologies Electronic Textiles Product Overview

Table 97. Outlast Technologies Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Outlast Technologies Business Overview

Table 99. Outlast Technologies Recent Developments

Table 100. Xenoma Basic Information

Table 101. Xenoma Electronic Textiles Product Overview

Table 102. Xenoma Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Xenoma Business Overview

Table 104. Xenoma Recent Developments

Table 105. Nyoka Technologies Basic Information

Table 106. Nyoka Technologies Electronic Textiles Product Overview

Table 107. Nyoka Technologies Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Nyoka Technologies Business Overview

Table 109. Nyoka Technologies Recent Developments

Table 110. Sensoria Basic Information

Table 111. Sensoria Electronic Textiles Product Overview

Table 112. Sensoria Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Sensoria Business Overview

Table 114. Sensoria Recent Developments

Table 115. AiQ Smart Clothing Basic Information

Table 116. AiQ Smart Clothing Electronic Textiles Product Overview

Table 117. AiQ Smart Clothing Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. AiQ Smart Clothing Business Overview

Table 119. AiQ Smart Clothing Recent Developments

Table 120. Siren Basic Information

Table 121. Siren Electronic Textiles Product Overview

Table 122. Siren Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Siren Business Overview

Table 124. Siren Recent Developments

Table 125. Athos Basic Information

Table 126. Athos Electronic Textiles Product Overview

Table 127. Athos Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 128. Athos Business Overview
Table 129. Athos Recent Developments
Table 130. Schoeller Textil Basic Information
Table 131. Schoeller Textil Electronic Textiles Product Overview
Table 132. Schoeller Textil Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. Schoeller Textil Business Overview
Table 134. Schoeller Textil Recent Developments
Table 135. Myontec Basic Information
Table 136. Myontec Electronic Textiles Product Overview
Table 137. Myontec Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 138. Myontec Business Overview
Table 139. Myontec Recent Developments
Table 140. Nextiles Basic Information
Table 141. Nextiles Electronic Textiles Product Overview
Table 142. Nextiles Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 143. Nextiles Business Overview
Table 144. Nextiles Recent Developments
Table 145. Wearable X Basic Information
Table 146. Wearable X Electronic Textiles Product Overview
Table 147. Wearable X Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 148. Wearable X Business Overview
Table 149. Wearable X Recent Developments
Table 150. Eeonyx Basic Information
Table 151. Eeonyx Electronic Textiles Product Overview
Table 152. Eeonyx Electronic Textiles Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 153. Eeonyx Business Overview
Table 154. Eeonyx Recent Developments
Table 155. Global Electronic Textiles Sales Forecast by Region (2026-2035) & (K Units)
Table 156. Global Electronic Textiles Market Size Forecast by Region (2026-2035) & (M USD)
Table 157. North America Electronic Textiles Sales Forecast by Country (2026-2035) & (K Units)

Table 158. North America Electronic Textiles Market Size Forecast by Country (2026-2035) & (M USD)

Table 159. Europe Electronic Textiles Sales Forecast by Country (2026-2035) & (K Units)

Table 160. Europe Electronic Textiles Market Size Forecast by Country (2026-2035) & (M USD)

Table 161. Asia Pacific Electronic Textiles Sales Forecast by Region (2026-2035) & (K Units)

Table 162. Asia Pacific Electronic Textiles Market Size Forecast by Region (2026-2035) & (M USD)

Table 163. South America Electronic Textiles Sales Forecast by Country (2026-2035) & (K Units)

Table 164. South America Electronic Textiles Market Size Forecast by Country (2026-2035) & (M USD)

Table 165. Middle East and Africa Electronic Textiles Sales Forecast by Country (2026-2035) & (Units)

Table 166. Middle East and Africa Electronic Textiles Market Size Forecast by Country (2026-2035) & (M USD)

Table 167. Global Electronic Textiles Sales Forecast by Type (2026-2035) & (K Units)

Table 168. Global Electronic Textiles Market Size Forecast by Type (2026-2035) & (M USD)

Table 169. Global Electronic Textiles Price Forecast by Type (2026-2035) & (USD/Unit)

Table 170. Global Electronic Textiles Sales (K Units) Forecast by Application (2026-2035)

Table 171. Global Electronic Textiles Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Electronic Textiles
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Electronic Textiles Market Size (M USD), 2025-2035
- Figure 5. Global Electronic Textiles Market Size (M USD) (2020-2035)
- Figure 6. Global Electronic Textiles Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Electronic Textiles Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Electronic Textiles Product Life Cycle
- Figure 13. Electronic Textiles Sales Share by Manufacturers in 2025
- Figure 14. Global Electronic Textiles Revenue Share by Manufacturers in 2025
- Figure 15. Electronic Textiles Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Electronic Textiles Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Electronic Textiles Revenue in 2025
- Figure 18. Industry Chain Map of Electronic Textiles
- Figure 19. Global Electronic Textiles Market PEST Analysis
- Figure 20. Global Electronic Textiles Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Electronic Textiles Market Share by Type
- Figure 27. Sales Market Share of Electronic Textiles by Type (2020-2025)
- Figure 28. Sales Market Share of Electronic Textiles by Type in 2025
- Figure 29. Market Share of Electronic Textiles by Type (2020-2025)
- Figure 30. Market Share of Electronic Textiles by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Electronic Textiles Market Share by Application

Figure 33. Global Electronic Textiles Sales Market Share by Application (2020-2025)

Figure 34. Global Electronic Textiles Sales Market Share by Application in 2025

Figure 35. Global Electronic Textiles Market Share by Application (2020-2025)

Figure 36. Global Electronic Textiles Market Share by Application in 2025

Figure 37. Global Electronic Textiles Sales Growth Rate by Application (2020-2025)

Figure 38. Global Electronic Textiles Sales Market Share by Region (2020-2025)

Figure 39. Global Electronic Textiles Market Size by Region (2020-2025)

Figure 40. North America Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Electronic Textiles Sales Market Share by Country in 2024

Figure 43. North America Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Electronic Textiles Market Size by Country in 2024

Figure 45. U.S. Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Electronic Textiles Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Electronic Textiles Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Electronic Textiles Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Electronic Textiles Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Electronic Textiles Sales Market Share by Country in 2024

Figure 53. Europe Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Electronic Textiles Market Size by Country in 2024

Figure 55. Germany Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 63. Spain Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Electronic Textiles Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Electronic Textiles Sales Market Share by Region in 2024

Figure 67. Asia Pacific Electronic Textiles Market Size by Region in 2024

Figure 68. China Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Electronic Textiles Sales and Growth Rate (K Units)

Figure 79. South America Electronic Textiles Sales Market Share by Country in 2024

Figure 80. South America Electronic Textiles Market Size and Growth Rate (M USD)

Figure 81. South America Electronic Textiles Market Size by Country in 2024

Figure 82. Brazil Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Electronic Textiles Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Electronic Textiles Sales Market Share by Region in

2024

Figure 90. Middle East and Africa Electronic Textiles Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Electronic Textiles Market Size by Region in 2024

Figure 92. Saudi Arabia Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Electronic Textiles Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Electronic Textiles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Electronic Textiles Production Market Share by Region (2020-2025)

Figure 103. North America Electronic Textiles Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Electronic Textiles Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Electronic Textiles Production (K Units) Growth Rate (2020-2025)

Figure 106. China Electronic Textiles Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Electronic Textiles Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Electronic Textiles Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Electronic Textiles Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Electronic Textiles Market Share Forecast by Type (2026-2035)

Figure 111. Global Electronic Textiles Sales Forecast by Application (2026-2035)

Figure 112. Global Electronic Textiles Market Share Forecast by Application (2026-2035)

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