

Global Hooded Jacket Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Hooded jackets are a popular type of outerwear characterized by their attached hood, providing additional protection against the elements. These jackets are versatile, suitable for various weather conditions, and often favored for their casual yet functional appeal. In the global market, hooded jackets cater to a wide consumer base, including outdoor enthusiasts, urban commuters, and fashion-conscious individuals.

The current market size for hooded jackets in 2023 stands at approximately USD 6.7 billion. This segment is expected to witness a steady growth trajectory, with a projected Compound Annual Growth Rate (CAGR) of 4.8% from 2024 to 2032. Several factors are driving this growth, including increasing demand for athleisure wear, rising awareness of outdoor activities, and the influence of fashion trends promoting casual and sporty styles.

One prominent trend in the hooded jacket market is the emphasis on sustainability and eco-conscious manufacturing practices. Many consumers are now seeking environmentally friendly options, leading to the rise of jackets made from recycled materials, organic fabrics, and innovative sustainable technologies. Brands that prioritize sustainability in their production processes are gaining a competitive edge and resonating with environmentally conscious consumers.

Another notable trend is the integration of technology in hooded jackets. This includes features such as moisture-wicking fabrics, temperature regulation capabilities, and built-in wearable technology for enhanced functionality. These tech-infused jackets cater to consumers looking for performance-oriented outerwear that combines style with

practicality.

Additionally, customization and personalization options are becoming increasingly popular in the hooded jacket market. Brands are offering customization services that allow consumers to choose colors, materials, and even add personalized elements like monograms or patches. This trend caters to the growing demand for unique and individualized fashion choices.

In terms of regional market distribution, North America and Europe currently lead the global hooded jacket market. The dominance of these regions can be attributed to factors such as a strong outdoor culture, high disposable incomes, and a fashion-forward consumer base. In North America, the demand for hooded jackets is driven by a combination of outdoor recreational activities, athleisure trends, and a preference for functional yet stylish clothing.

Despite the positive outlook, the hooded jacket market faces challenges such as intense competition among established brands, price sensitivity among consumers, and the need to continually innovate to meet evolving preferences. Brands that can navigate these challenges by offering unique value propositions, focusing on sustainability, and leveraging technology are likely to succeed in this competitive market landscape.

In conclusion, the hooded jacket market presents significant opportunities for growth driven by evolving consumer preferences, technological advancements, and sustainability trends. By staying attuned to market dynamics, embracing innovation, and catering to the demand for personalized experiences, companies can position themselves for success in this dynamic and competitive market segment.

This report provides a deep insight into the global Hooded Jacket 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 Hooded Jacket 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 Hooded Jacket market in any manner.

Global Hooded Jacket 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

KUIU

4imprint

Farfetch

Macy's

C.P. Company

DICK'S Sporting Goods

MACKAGE PRIV?

Stone Island

JOTT

Dolce and Gabbana

Kohl's

Ralph Lauren

Selfridges

Kith

Point Zero

HIMALI

Costco

Market Segmentation (by Type)

Men's Jackets

Women's Jacket

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Hooded Jacket Market
- Overview of the regional outlook of the Hooded Jacket 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

Hooded Jacket 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 Hooded Jacket

1.2 Key Market Segments

1.2.1 Hooded Jacket Segment by Type

1.2.2 Hooded Jacket 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 HOODED JACKET MARKET OVERVIEW

2.1 Global Market Overview

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

2.1.2 Global Hooded Jacket Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 HOODED JACKET MARKET COMPETITIVE LANDSCAPE

3.1 Global Hooded Jacket Sales by Manufacturers (2019-2024)

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

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

3.4 Global Hooded Jacket Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Hooded Jacket Sales Sites, Area Served, Product Type

3.6 Hooded Jacket Market Competitive Situation and Trends

3.6.1 Hooded Jacket Market Concentration Rate

3.6.2 Global 5 and 10 Largest Hooded Jacket Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 HOODED JACKET INDUSTRY CHAIN ANALYSIS

- 4.1 Hooded Jacket 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 HOODED JACKET 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 HOODED JACKET MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Hooded Jacket Sales Market Share by Type (2019-2024)
- 6.3 Global Hooded Jacket Market Size Market Share by Type (2019-2024)
- 6.4 Global Hooded Jacket Price by Type (2019-2024)

7 HOODED JACKET MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Hooded Jacket Market Sales by Application (2019-2024)
- 7.3 Global Hooded Jacket Market Size (M USD) by Application (2019-2024)
- 7.4 Global Hooded Jacket Sales Growth Rate by Application (2019-2024)

8 HOODED JACKET MARKET SALES BY REGION

- 8.1 Global Hooded Jacket Sales by Region
 - 8.1.1 Global Hooded Jacket Sales by Region
 - 8.1.2 Global Hooded Jacket Sales Market Share by Region
- 8.2 Global Hooded Jacket Market Size by Region
 - 8.2.1 Global Hooded Jacket Market Size by Region

8.2.2 Global Hooded Jacket Market Size Market Share by Region

8.3 North America

8.3.1 North America Hooded Jacket Sales by Country

8.3.2 North America Hooded Jacket 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 Hooded Jacket Sales by Country

8.4.2 Europe Hooded Jacket 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 Hooded Jacket 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 Hooded Jacket Market Size by Region

8.6.2 Asia Pacific Hooded Jacket 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 Hooded Jacket Sales by Country

8.7.2 South America Hooded Jacket 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 Hooded Jacket Sales by Region

8.8.2 Middle East and Africa Hooded Jacket 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 HOODED JACKET MARKET PRODUCTION BY REGION

9.1 Global Production of Hooded Jacket by Region (2019-2024)

9.2 Global Hooded Jacket Revenue Market Share by Region (2019-2024)

9.3 Global Hooded Jacket Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Hooded Jacket Production

9.4.1 North America Hooded Jacket Production Growth Rate (2019-2024)

9.4.2 North America Hooded Jacket Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Hooded Jacket Production

9.5.1 Europe Hooded Jacket Production Growth Rate (2019-2024)

9.5.2 Europe Hooded Jacket Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Hooded Jacket Production (2019-2024)

9.6.1 Japan Hooded Jacket Production Growth Rate (2019-2024)

9.6.2 Japan Hooded Jacket Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Hooded Jacket Production (2019-2024)

9.7.1 China Hooded Jacket Production Growth Rate (2019-2024)

9.7.2 China Hooded Jacket Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 KUIU

10.1.1 KUIU Hooded Jacket Basic Information

10.1.2 KUIU Hooded Jacket Product Overview

10.1.3 KUIU Hooded Jacket Product Market Performance

10.1.4 KUIU Business Overview

10.1.5 KUIU Hooded Jacket SWOT Analysis

10.1.6 KUIU Recent Developments

10.2 4imprint

10.2.1 4imprint Hooded Jacket Basic Information

- 10.2.2 4imprint Hooded Jacket Product Overview
- 10.2.3 4imprint Hooded Jacket Product Market Performance
- 10.2.4 4imprint Business Overview
- 10.2.5 4imprint Hooded Jacket SWOT Analysis
- 10.2.6 4imprint Recent Developments
- 10.3 Farfetch
 - 10.3.1 Farfetch Hooded Jacket Basic Information
 - 10.3.2 Farfetch Hooded Jacket Product Overview
 - 10.3.3 Farfetch Hooded Jacket Product Market Performance
 - 10.3.4 Farfetch Hooded Jacket SWOT Analysis
 - 10.3.5 Farfetch Business Overview
 - 10.3.6 Farfetch Recent Developments
- 10.4 Macy's
 - 10.4.1 Macy's Hooded Jacket Basic Information
 - 10.4.2 Macy's Hooded Jacket Product Overview
 - 10.4.3 Macy's Hooded Jacket Product Market Performance
 - 10.4.4 Macy's Business Overview
 - 10.4.5 Macy's Recent Developments
- 10.5 C.P. Company
 - 10.5.1 C.P. Company Hooded Jacket Basic Information
 - 10.5.2 C.P. Company Hooded Jacket Product Overview
 - 10.5.3 C.P. Company Hooded Jacket Product Market Performance
 - 10.5.4 C.P. Company Business Overview
 - 10.5.5 C.P. Company Recent Developments
- 10.6 DICK'S Sporting Goods
 - 10.6.1 DICK'S Sporting Goods Hooded Jacket Basic Information
 - 10.6.2 DICK'S Sporting Goods Hooded Jacket Product Overview
 - 10.6.3 DICK'S Sporting Goods Hooded Jacket Product Market Performance
 - 10.6.4 DICK'S Sporting Goods Business Overview
 - 10.6.5 DICK'S Sporting Goods Recent Developments
- 10.7 MACKAGE PRIV?
 - 10.7.1 MACKAGE PRIV? Hooded Jacket Basic Information
 - 10.7.2 MACKAGE PRIV? Hooded Jacket Product Overview
 - 10.7.3 MACKAGE PRIV? Hooded Jacket Product Market Performance
 - 10.7.4 MACKAGE PRIV? Business Overview
 - 10.7.5 MACKAGE PRIV? Recent Developments
- 10.8 Stone Island
 - 10.8.1 Stone Island Hooded Jacket Basic Information
 - 10.8.2 Stone Island Hooded Jacket Product Overview

- 10.8.3 Stone Island Hooded Jacket Product Market Performance
- 10.8.4 Stone Island Business Overview
- 10.8.5 Stone Island Recent Developments
- 10.9 JOTT
 - 10.9.1 JOTT Hooded Jacket Basic Information
 - 10.9.2 JOTT Hooded Jacket Product Overview
 - 10.9.3 JOTT Hooded Jacket Product Market Performance
 - 10.9.4 JOTT Business Overview
 - 10.9.5 JOTT Recent Developments
- 10.10 Dolce and Gabbana
 - 10.10.1 Dolce and Gabbana Hooded Jacket Basic Information
 - 10.10.2 Dolce and Gabbana Hooded Jacket Product Overview
 - 10.10.3 Dolce and Gabbana Hooded Jacket Product Market Performance
 - 10.10.4 Dolce and Gabbana Business Overview
 - 10.10.5 Dolce and Gabbana Recent Developments
- 10.11 Kohl's
 - 10.11.1 Kohl's Hooded Jacket Basic Information
 - 10.11.2 Kohl's Hooded Jacket Product Overview
 - 10.11.3 Kohl's Hooded Jacket Product Market Performance
 - 10.11.4 Kohl's Business Overview
 - 10.11.5 Kohl's Recent Developments
- 10.12 Ralph Lauren
 - 10.12.1 Ralph Lauren Hooded Jacket Basic Information
 - 10.12.2 Ralph Lauren Hooded Jacket Product Overview
 - 10.12.3 Ralph Lauren Hooded Jacket Product Market Performance
 - 10.12.4 Ralph Lauren Business Overview
 - 10.12.5 Ralph Lauren Recent Developments
- 10.13 Selfridges
 - 10.13.1 Selfridges Hooded Jacket Basic Information
 - 10.13.2 Selfridges Hooded Jacket Product Overview
 - 10.13.3 Selfridges Hooded Jacket Product Market Performance
 - 10.13.4 Selfridges Business Overview
 - 10.13.5 Selfridges Recent Developments
- 10.14 Kith
 - 10.14.1 Kith Hooded Jacket Basic Information
 - 10.14.2 Kith Hooded Jacket Product Overview
 - 10.14.3 Kith Hooded Jacket Product Market Performance
 - 10.14.4 Kith Business Overview
 - 10.14.5 Kith Recent Developments

10.15 Point Zero

- 10.15.1 Point Zero Hooded Jacket Basic Information
- 10.15.2 Point Zero Hooded Jacket Product Overview
- 10.15.3 Point Zero Hooded Jacket Product Market Performance
- 10.15.4 Point Zero Business Overview
- 10.15.5 Point Zero Recent Developments

10.16 HIMALI

- 10.16.1 HIMALI Hooded Jacket Basic Information
- 10.16.2 HIMALI Hooded Jacket Product Overview
- 10.16.3 HIMALI Hooded Jacket Product Market Performance
- 10.16.4 HIMALI Business Overview
- 10.16.5 HIMALI Recent Developments

10.17 Costco

- 10.17.1 Costco Hooded Jacket Basic Information
- 10.17.2 Costco Hooded Jacket Product Overview
- 10.17.3 Costco Hooded Jacket Product Market Performance
- 10.17.4 Costco Business Overview
- 10.17.5 Costco Recent Developments

11 HOODED JACKET MARKET FORECAST BY REGION

11.1 Global Hooded Jacket Market Size Forecast

11.2 Global Hooded Jacket Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Hooded Jacket Market Size Forecast by Country
- 11.2.3 Asia Pacific Hooded Jacket Market Size Forecast by Region
- 11.2.4 South America Hooded Jacket Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Hooded Jacket by Country

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

12.1 Global Hooded Jacket Market Forecast by Type (2025-2032)

- 12.1.1 Global Forecasted Sales of Hooded Jacket by Type (2025-2032)
- 12.1.2 Global Hooded Jacket Market Size Forecast by Type (2025-2032)
- 12.1.3 Global Forecasted Price of Hooded Jacket by Type (2025-2032)

12.2 Global Hooded Jacket Market Forecast by Application (2025-2032)

- 12.2.1 Global Hooded Jacket Sales (K Units) Forecast by Application
- 12.2.2 Global Hooded Jacket Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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