

# Global Summer Supply Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GDD8E17C42ADEN.html>

Date: December 2024

Pages: 163

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

ID: GDD8E17C42ADEN

## Abstracts

### Report Overview

Summer supply refers to the range of products and services specifically tailored to meet consumer needs during the summer season. This category typically includes items such as summer apparel, outdoor recreational equipment, travel and tourism services, and seasonal foods and beverages. The market for summer supply is characterized by its seasonality, with demand peaking during the warmer months when consumers engage in outdoor activities, travel, and leisure pursuits.

In 2023, the global market size for summer supply was estimated at approximately USD 350 million. The market is projected to grow at a compound annual growth rate (CAGR) of 5.75% from 2024 to 2032. This growth can be attributed to several key drivers and market forces shaping the industry.

One of the primary growth drivers for the summer supply market is changing consumer preferences and lifestyles. As consumers increasingly prioritize health and wellness, there is a growing demand for outdoor activities, fitness products, and travel experiences during the summer months. Additionally, the rise of social media and influencer culture has fueled the desire for trendy summer apparel, accessories, and experiences, driving market growth.

Another significant factor driving market growth is the increasing focus on sustainability and eco-conscious consumer behavior. Consumers are seeking environmentally friendly summer products, such as biodegradable beachwear, eco-friendly sunscreen, and sustainable travel options. Companies that prioritize sustainability in their summer supply offerings are likely to gain a competitive edge in the market.

Furthermore, technological advancements and e-commerce have transformed the summer supply market, making it easier for consumers to access a wide range of products and services online. The convenience of online shopping, coupled with personalized recommendations and targeted marketing, has expanded the reach of summer supply companies and boosted sales.

In terms of market trends, there is a noticeable shift towards experiential summer supply offerings, such as adventure travel packages, wellness retreats, and outdoor festivals. Consumers are seeking unique and memorable experiences during the summer months, driving demand for experiential products and services.

Additionally, customization and personalization are emerging trends in the summer supply market, with companies offering personalized apparel, accessories, and travel experiences to cater to individual preferences and tastes. This trend reflects the growing demand for unique and exclusive summer products that resonate with consumers on a personal level.

Regional market distribution in the summer supply industry is influenced by factors such as climate, cultural preferences, and economic development. Leading markets for summer supply include regions with a warm climate and a strong tourism industry, such as the Mediterranean, Southeast Asia, and the Caribbean. These regions attract a large number of tourists during the summer months, driving demand for summer supply products and services.

In conclusion, the summer supply market presents significant growth opportunities driven by changing consumer preferences, sustainability trends, technological advancements, and the rise of experiential offerings. To capitalize on these trends, companies in the summer supply industry should focus on innovation, sustainability, and personalized experiences to meet the evolving needs of consumers and stay competitive in the market.

This report provides a deep insight into the global Summer Supply 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 Summer Supply 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 Summer Supply market in any manner.

### Global Summer Supply 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

GAGGIO srl

Craghoppers

ExOfficio

MANUTTI

Chongqing Taiji Industry (Group) Co.

Ltd.

MDT

Uniqlo

Beneunder

Heavy Pharmaceutical Holdings

Prosun

PORPOISE

GLATZ AG

Sunsibility

Coolibar

MakMax (Taiyo)

BOLON

Market Segmentation (by Type)

Medicines

Sun Protection Clothing

Others

Market Segmentation (by Application)

Online Sales

Clothing Stores

Supermarkets

Pharmacies

Others

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 Summer Supply Market

Overview of the regional outlook of the Summer Supply 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 Summer Supply 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 Summer Supply

#### 1.2 Key Market Segments

##### 1.2.1 Summer Supply Segment by Type

##### 1.2.2 Summer Supply 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 SUMMER SUPPLY MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Summer Supply Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Summer Supply Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 SUMMER SUPPLY MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Summer Supply Sales by Manufacturers (2019-2024)

#### 3.2 Global Summer Supply Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Summer Supply Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Summer Supply Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Summer Supply Sales Sites, Area Served, Product Type

#### 3.6 Summer Supply Market Competitive Situation and Trends

##### 3.6.1 Summer Supply Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Summer Supply Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 SUMMER SUPPLY INDUSTRY CHAIN ANALYSIS**

- 4.1 Summer Supply 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 SUMMER SUPPLY 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 SUMMER SUPPLY MARKET SEGMENTATION BY TYPE**

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

## **7 SUMMER SUPPLY MARKET SEGMENTATION BY APPLICATION**

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

## **8 SUMMER SUPPLY MARKET SALES BY REGION**

- 8.1 Global Summer Supply Sales by Region
  - 8.1.1 Global Summer Supply Sales by Region
  - 8.1.2 Global Summer Supply Sales Market Share by Region
- 8.2 Global Summer Supply Market Size by Region
  - 8.2.1 Global Summer Supply Market Size by Region

## 8.2.2 Global Summer Supply Market Size Market Share by Region

### 8.3 North America

#### 8.3.1 North America Summer Supply Sales by Country

#### 8.3.2 North America Summer Supply 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 Summer Supply Sales by Country

#### 8.4.2 Europe Summer Supply 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 Summer Supply 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 Summer Supply Market Size by Region

#### 8.6.2 Asia Pacific Summer Supply 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 Summer Supply Sales by Country

#### 8.7.2 South America Summer Supply 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 Summer Supply Sales by Region

#### 8.8.2 Middle East and Africa Summer Supply 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 SUMMER SUPPLY MARKET PRODUCTION BY REGION**

9.1 Global Production of Summer Supply by Region (2019-2024)

9.2 Global Summer Supply Revenue Market Share by Region (2019-2024)

9.3 Global Summer Supply Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Summer Supply Production

9.4.1 North America Summer Supply Production Growth Rate (2019-2024)

9.4.2 North America Summer Supply Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Summer Supply Production

9.5.1 Europe Summer Supply Production Growth Rate (2019-2024)

9.5.2 Europe Summer Supply Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Summer Supply Production (2019-2024)

9.6.1 Japan Summer Supply Production Growth Rate (2019-2024)

9.6.2 Japan Summer Supply Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Summer Supply Production (2019-2024)

9.7.1 China Summer Supply Production Growth Rate (2019-2024)

9.7.2 China Summer Supply Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

10.1 GAGGIO srl

10.1.1 GAGGIO srl Summer Supply Basic Information

10.1.2 GAGGIO srl Summer Supply Product Overview

10.1.3 GAGGIO srl Summer Supply Product Market Performance

10.1.4 GAGGIO srl Business Overview

10.1.5 GAGGIO srl Summer Supply SWOT Analysis

10.1.6 GAGGIO srl Recent Developments

10.2 Craghoppers

10.2.1 Craghoppers Summer Supply Basic Information

- 10.2.2 Craghoppers Summer Supply Product Overview
- 10.2.3 Craghoppers Summer Supply Product Market Performance
- 10.2.4 Craghoppers Business Overview
- 10.2.5 Craghoppers Summer Supply SWOT Analysis
- 10.2.6 Craghoppers Recent Developments
- 10.3 ExOfficio
  - 10.3.1 ExOfficio Summer Supply Basic Information
  - 10.3.2 ExOfficio Summer Supply Product Overview
  - 10.3.3 ExOfficio Summer Supply Product Market Performance
  - 10.3.4 ExOfficio Summer Supply SWOT Analysis
  - 10.3.5 ExOfficio Business Overview
  - 10.3.6 ExOfficio Recent Developments
- 10.4 MANUTTI
  - 10.4.1 MANUTTI Summer Supply Basic Information
  - 10.4.2 MANUTTI Summer Supply Product Overview
  - 10.4.3 MANUTTI Summer Supply Product Market Performance
  - 10.4.4 MANUTTI Business Overview
  - 10.4.5 MANUTTI Recent Developments
- 10.5 Chongqing Taiji Industry (Group) Co.
  - 10.5.1 Chongqing Taiji Industry (Group) Co. Summer Supply Basic Information
  - 10.5.2 Chongqing Taiji Industry (Group) Co. Summer Supply Product Overview
  - 10.5.3 Chongqing Taiji Industry (Group) Co. Summer Supply Product Market Performance
  - 10.5.4 Chongqing Taiji Industry (Group) Co. Business Overview
  - 10.5.5 Chongqing Taiji Industry (Group) Co. Recent Developments
- 10.6 Ltd.
  - 10.6.1 Ltd. Summer Supply Basic Information
  - 10.6.2 Ltd. Summer Supply Product Overview
  - 10.6.3 Ltd. Summer Supply Product Market Performance
  - 10.6.4 Ltd. Business Overview
  - 10.6.5 Ltd. Recent Developments
- 10.7 MDT
  - 10.7.1 MDT Summer Supply Basic Information
  - 10.7.2 MDT Summer Supply Product Overview
  - 10.7.3 MDT Summer Supply Product Market Performance
  - 10.7.4 MDT Business Overview
  - 10.7.5 MDT Recent Developments
- 10.8 Uniqlo
  - 10.8.1 Uniqlo Summer Supply Basic Information

- 10.8.2 Uniqlo Summer Supply Product Overview
- 10.8.3 Uniqlo Summer Supply Product Market Performance
- 10.8.4 Uniqlo Business Overview
- 10.8.5 Uniqlo Recent Developments
- 10.9 Beneunder
  - 10.9.1 Beneunder Summer Supply Basic Information
  - 10.9.2 Beneunder Summer Supply Product Overview
  - 10.9.3 Beneunder Summer Supply Product Market Performance
  - 10.9.4 Beneunder Business Overview
  - 10.9.5 Beneunder Recent Developments
- 10.10 Heavy Pharmaceutical Holdings
  - 10.10.1 Heavy Pharmaceutical Holdings Summer Supply Basic Information
  - 10.10.2 Heavy Pharmaceutical Holdings Summer Supply Product Overview
  - 10.10.3 Heavy Pharmaceutical Holdings Summer Supply Product Market Performance
  - 10.10.4 Heavy Pharmaceutical Holdings Business Overview
  - 10.10.5 Heavy Pharmaceutical Holdings Recent Developments
- 10.11 Prosun
  - 10.11.1 Prosun Summer Supply Basic Information
  - 10.11.2 Prosun Summer Supply Product Overview
  - 10.11.3 Prosun Summer Supply Product Market Performance
  - 10.11.4 Prosun Business Overview
  - 10.11.5 Prosun Recent Developments
- 10.12 PORPOISE
  - 10.12.1 PORPOISE Summer Supply Basic Information
  - 10.12.2 PORPOISE Summer Supply Product Overview
  - 10.12.3 PORPOISE Summer Supply Product Market Performance
  - 10.12.4 PORPOISE Business Overview
  - 10.12.5 PORPOISE Recent Developments
- 10.13 GLATZ AG
  - 10.13.1 GLATZ AG Summer Supply Basic Information
  - 10.13.2 GLATZ AG Summer Supply Product Overview
  - 10.13.3 GLATZ AG Summer Supply Product Market Performance
  - 10.13.4 GLATZ AG Business Overview
  - 10.13.5 GLATZ AG Recent Developments
- 10.14 Sunsibility
  - 10.14.1 Sunsibility Summer Supply Basic Information
  - 10.14.2 Sunsibility Summer Supply Product Overview
  - 10.14.3 Sunsibility Summer Supply Product Market Performance
  - 10.14.4 Sunsibility Business Overview

#### 10.14.5 Sunsibility Recent Developments

### 10.15 Coolibar

#### 10.15.1 Coolibar Summer Supply Basic Information

#### 10.15.2 Coolibar Summer Supply Product Overview

#### 10.15.3 Coolibar Summer Supply Product Market Performance

#### 10.15.4 Coolibar Business Overview

#### 10.15.5 Coolibar Recent Developments

### 10.16 MakMax (Taiyo)

#### 10.16.1 MakMax (Taiyo) Summer Supply Basic Information

#### 10.16.2 MakMax (Taiyo) Summer Supply Product Overview

#### 10.16.3 MakMax (Taiyo) Summer Supply Product Market Performance

#### 10.16.4 MakMax (Taiyo) Business Overview

#### 10.16.5 MakMax (Taiyo) Recent Developments

### 10.17 BOLON

#### 10.17.1 BOLON Summer Supply Basic Information

#### 10.17.2 BOLON Summer Supply Product Overview

#### 10.17.3 BOLON Summer Supply Product Market Performance

#### 10.17.4 BOLON Business Overview

#### 10.17.5 BOLON Recent Developments

## **11 SUMMER SUPPLY MARKET FORECAST BY REGION**

### 11.1 Global Summer Supply Market Size Forecast

### 11.2 Global Summer Supply Market Forecast by Region

#### 11.2.1 North America Market Size Forecast by Country

#### 11.2.2 Europe Summer Supply Market Size Forecast by Country

#### 11.2.3 Asia Pacific Summer Supply Market Size Forecast by Region

#### 11.2.4 South America Summer Supply Market Size Forecast by Country

#### 11.2.5 Middle East and Africa Forecasted Sales of Summer Supply by Country

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

### 12.1 Global Summer Supply Market Forecast by Type (2025-2032)

#### 12.1.1 Global Forecasted Sales of Summer Supply by Type (2025-2032)

#### 12.1.2 Global Summer Supply Market Size Forecast by Type (2025-2032)

#### 12.1.3 Global Forecasted Price of Summer Supply by Type (2025-2032)

### 12.2 Global Summer Supply Market Forecast by Application (2025-2032)

#### 12.2.1 Global Summer Supply Sales (K Units) Forecast by Application

#### 12.2.2 Global Summer Supply Market Size (M USD) Forecast by Application



(2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**



## I would like to order

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

Product link: <https://marketpublishers.com/r/GDD8E17C42ADEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GDD8E17C42ADEN.html>