

Global Women's Swimsuits Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Women's swimsuits refer to clothing worn by women for swimming or other water activities. These garments typically consist of a top and bottom piece, with various styles such as bikinis, one-pieces, tankinis, and swim dresses. Women's swimsuits are designed to be both functional and fashionable, offering comfort and support while also reflecting current trends in colors, patterns, and cuts. The market for women's swimsuits caters to a wide range of body types and preferences, with options available for different activities such as swimming, sunbathing, or sports.

The market for women's swimsuits is influenced by several key trends and drivers. One significant trend is the growing demand for inclusive sizing and body-positive designs, with more brands offering extended size ranges and styles that cater to diverse body shapes. In addition, sustainability and eco-friendly practices are becoming increasingly important in the swimwear industry, with consumers showing a preference for brands that use recycled materials or ethical production methods. Another driver of the market is the rise of social media and influencer marketing, which has a significant impact on shaping consumer preferences and driving sales in the women's swimsuit market. These trends, along with factors such as changing fashion preferences and increased participation in water activities, contribute to the dynamic nature of the market for women's swimsuits.

The market for women's swimsuits is expected to continue evolving in response to changing consumer preferences and industry trends. Brands that prioritize inclusivity, sustainability, and innovation are likely to see growth and success in this competitive market. In addition, advancements in technology and materials may lead to the

development of new performance-enhancing features in women's swimsuits, further driving market growth. At the same time, the influence of social media and online shopping is expected to continue shaping consumer behavior and driving e-commerce sales in the women's swimsuit market.

The global Women's Swimsuits market size was estimated at USD 13932 million in 2024 and is projected to reach USD 17924.66 million by 2033, exhibiting a CAGR of 3.20% during the forecast period.

This report provides a deep insight into the global Women's Swimsuits 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, Porter's five forces analysis, value chain analysis, PEST 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 Women's Swimsuits 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 Women's Swimsuits market in any manner.

Global Women's Swimsuits 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

Pentland Group

Arena

Diana Sport

Hosa

Zoke

Dolfin Swimwear

Derong Group

FEW

Wacoal

Yingfa

TNZI

Sanqi International

Gottex

American Apparel

Seafolly

Aimer

PARAH S.p.A

Seaspray

TYR Sport

Perry

NOZONE

Platypus

La Perla Group

Market Segmentation (by Type)

One-Piece Swimsuit

Split Type Swimsuit

Market Segmentation (by Application)

Leisure Use

Competition Use

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 Women's Swimsuits Market

Overview of the regional outlook of the Women's Swimsuits 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 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 Women's Swimsuits 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 from the consumer side 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 Women's Swimsuits, 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 during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

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

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Women's Swimsuits

1.2 Key Market Segments

1.2.1 Women's Swimsuits Segment by Type

1.2.2 Women's Swimsuits 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 WOMEN'S SWIMSUITS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Women's Swimsuits Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Women's Swimsuits Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 WOMEN'S SWIMSUITS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Women's Swimsuits Product Life Cycle

3.3 Global Women's Swimsuits Sales by Manufacturers (2020-2025)

3.4 Global Women's Swimsuits Revenue Market Share by Manufacturers (2020-2025)

3.5 Women's Swimsuits Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Women's Swimsuits Average Price by Manufacturers (2020-2025)

3.7 Manufacturers Women's Swimsuits Sales Sites, Area Served, Product Type

3.8 Women's Swimsuits Market Competitive Situation and Trends

3.8.1 Women's Swimsuits Market Concentration Rate

3.8.2 Global 5 and 10 Largest Women's Swimsuits Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 WOMEN'S SWIMSUITS INDUSTRY CHAIN ANALYSIS

- 4.1 Women's Swimsuits 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 WOMEN'S SWIMSUITS 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 PEST Analysis
 - 5.6.1 Industry Policies Analysis
 - 5.6.2 Economic Environment Analysis
 - 5.6.3 Social Environment Analysis
 - 5.6.4 Technological Environment Analysis
- 5.7 Global Women's Swimsuits Market Porter's Five Forces Analysis
 - 5.7.1 Global Trade Frictions
 - 5.7.2 Global Trade Frictions and Their Impacts to Women's Swimsuits Market
- 5.8 ESG Ratings of Leading Companies

6 WOMEN'S SWIMSUITS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Women's Swimsuits Sales Market Share by Type (2020-2025)
- 6.3 Global Women's Swimsuits Market Size Market Share by Type (2020-2025)
- 6.4 Global Women's Swimsuits Price by Type (2020-2025)

7 WOMEN'S SWIMSUITS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Women's Swimsuits Market Sales by Application (2020-2025)
- 7.3 Global Women's Swimsuits Market Size (M USD) by Application (2020-2025)

7.4 Global Women's Swimsuits Sales Growth Rate by Application (2020-2025)

8 WOMEN'S SWIMSUITS MARKET SALES BY REGION

8.1 Global Women's Swimsuits Sales by Region

8.1.1 Global Women's Swimsuits Sales by Region

8.1.2 Global Women's Swimsuits Sales Market Share by Region

8.2 Global Women's Swimsuits Market Size by Region

8.2.1 Global Women's Swimsuits Market Size by Region

8.2.2 Global Women's Swimsuits Market Size Market Share by Region

8.3 North America

8.3.1 North America Women's Swimsuits Sales by Country

8.3.2 North America Women's Swimsuits 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 Women's Swimsuits Sales by Country

8.4.2 Europe Women's Swimsuits 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 Women's Swimsuits Sales by Region

8.5.2 Asia Pacific Women's Swimsuits 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 Women's Swimsuits Sales by Country

8.6.2 South America Women's Swimsuits 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 Women's Swimsuits Sales by Region
- 8.7.2 Middle East and Africa Women's Swimsuits 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 WOMEN'S SWIMSUITS MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Pentland Group
 - 10.1.1 Pentland Group Basic Information
 - 10.1.2 Pentland Group Women's Swimsuits Product Overview
 - 10.1.3 Pentland Group Women's Swimsuits Product Market Performance
 - 10.1.4 Pentland Group Business Overview
 - 10.1.5 Pentland Group SWOT Analysis

- 10.1.6 Pentland Group Recent Developments
- 10.2 Arena
 - 10.2.1 Arena Basic Information
 - 10.2.2 Arena Women's Swimsuits Product Overview
 - 10.2.3 Arena Women's Swimsuits Product Market Performance
 - 10.2.4 Arena Business Overview
 - 10.2.5 Arena SWOT Analysis
 - 10.2.6 Arena Recent Developments
- 10.3 Diana Sport
 - 10.3.1 Diana Sport Basic Information
 - 10.3.2 Diana Sport Women's Swimsuits Product Overview
 - 10.3.3 Diana Sport Women's Swimsuits Product Market Performance
 - 10.3.4 Diana Sport Business Overview
 - 10.3.5 Diana Sport SWOT Analysis
 - 10.3.6 Diana Sport Recent Developments
- 10.4 Hosa
 - 10.4.1 Hosa Basic Information
 - 10.4.2 Hosa Women's Swimsuits Product Overview
 - 10.4.3 Hosa Women's Swimsuits Product Market Performance
 - 10.4.4 Hosa Business Overview
 - 10.4.5 Hosa Recent Developments
- 10.5 Zoke
 - 10.5.1 Zoke Basic Information
 - 10.5.2 Zoke Women's Swimsuits Product Overview
 - 10.5.3 Zoke Women's Swimsuits Product Market Performance
 - 10.5.4 Zoke Business Overview
 - 10.5.5 Zoke Recent Developments
- 10.6 Dolfin Swimwear
 - 10.6.1 Dolfin Swimwear Basic Information
 - 10.6.2 Dolfin Swimwear Women's Swimsuits Product Overview
 - 10.6.3 Dolfin Swimwear Women's Swimsuits Product Market Performance
 - 10.6.4 Dolfin Swimwear Business Overview
 - 10.6.5 Dolfin Swimwear Recent Developments
- 10.7 Derong Group
 - 10.7.1 Derong Group Basic Information
 - 10.7.2 Derong Group Women's Swimsuits Product Overview
 - 10.7.3 Derong Group Women's Swimsuits Product Market Performance
 - 10.7.4 Derong Group Business Overview
 - 10.7.5 Derong Group Recent Developments

10.8 FEW

- 10.8.1 FEW Basic Information
- 10.8.2 FEW Women's Swimsuits Product Overview
- 10.8.3 FEW Women's Swimsuits Product Market Performance
- 10.8.4 FEW Business Overview
- 10.8.5 FEW Recent Developments

10.9 Wacoal

- 10.9.1 Wacoal Basic Information
- 10.9.2 Wacoal Women's Swimsuits Product Overview
- 10.9.3 Wacoal Women's Swimsuits Product Market Performance
- 10.9.4 Wacoal Business Overview
- 10.9.5 Wacoal Recent Developments

10.10 Yingfa

- 10.10.1 Yingfa Basic Information
- 10.10.2 Yingfa Women's Swimsuits Product Overview
- 10.10.3 Yingfa Women's Swimsuits Product Market Performance
- 10.10.4 Yingfa Business Overview
- 10.10.5 Yingfa Recent Developments

10.11 TNZI

- 10.11.1 TNZI Basic Information
- 10.11.2 TNZI Women's Swimsuits Product Overview
- 10.11.3 TNZI Women's Swimsuits Product Market Performance
- 10.11.4 TNZI Business Overview
- 10.11.5 TNZI Recent Developments

10.12 Sanqi International

- 10.12.1 Sanqi International Basic Information
- 10.12.2 Sanqi International Women's Swimsuits Product Overview
- 10.12.3 Sanqi International Women's Swimsuits Product Market Performance
- 10.12.4 Sanqi International Business Overview
- 10.12.5 Sanqi International Recent Developments

10.13 Gottex

- 10.13.1 Gottex Basic Information
- 10.13.2 Gottex Women's Swimsuits Product Overview
- 10.13.3 Gottex Women's Swimsuits Product Market Performance
- 10.13.4 Gottex Business Overview
- 10.13.5 Gottex Recent Developments

10.14 American Apparel

- 10.14.1 American Apparel Basic Information
- 10.14.2 American Apparel Women's Swimsuits Product Overview

- 10.14.3 American Apparel Women's Swimsuits Product Market Performance
- 10.14.4 American Apparel Business Overview
- 10.14.5 American Apparel Recent Developments
- 10.15 Seafolly
 - 10.15.1 Seafolly Basic Information
 - 10.15.2 Seafolly Women's Swimsuits Product Overview
 - 10.15.3 Seafolly Women's Swimsuits Product Market Performance
 - 10.15.4 Seafolly Business Overview
 - 10.15.5 Seafolly Recent Developments
- 10.16 Aimer
 - 10.16.1 Aimer Basic Information
 - 10.16.2 Aimer Women's Swimsuits Product Overview
 - 10.16.3 Aimer Women's Swimsuits Product Market Performance
 - 10.16.4 Aimer Business Overview
 - 10.16.5 Aimer Recent Developments
- 10.17 PARAH S.p.A
 - 10.17.1 PARAH S.p.A Basic Information
 - 10.17.2 PARAH S.p.A Women's Swimsuits Product Overview
 - 10.17.3 PARAH S.p.A Women's Swimsuits Product Market Performance
 - 10.17.4 PARAH S.p.A Business Overview
 - 10.17.5 PARAH S.p.A Recent Developments
- 10.18 Seaspray
 - 10.18.1 Seaspray Basic Information
 - 10.18.2 Seaspray Women's Swimsuits Product Overview
 - 10.18.3 Seaspray Women's Swimsuits Product Market Performance
 - 10.18.4 Seaspray Business Overview
 - 10.18.5 Seaspray Recent Developments
- 10.19 TYR Sport
 - 10.19.1 TYR Sport Basic Information
 - 10.19.2 TYR Sport Women's Swimsuits Product Overview
 - 10.19.3 TYR Sport Women's Swimsuits Product Market Performance
 - 10.19.4 TYR Sport Business Overview
 - 10.19.5 TYR Sport Recent Developments
- 10.20 Perry
 - 10.20.1 Perry Basic Information
 - 10.20.2 Perry Women's Swimsuits Product Overview
 - 10.20.3 Perry Women's Swimsuits Product Market Performance
 - 10.20.4 Perry Business Overview
 - 10.20.5 Perry Recent Developments

10.21 NOZONE

10.21.1 NOZONE Basic Information

10.21.2 NOZONE Women's Swimsuits Product Overview

10.21.3 NOZONE Women's Swimsuits Product Market Performance

10.21.4 NOZONE Business Overview

10.21.5 NOZONE Recent Developments

10.22 Platypus

10.22.1 Platypus Basic Information

10.22.2 Platypus Women's Swimsuits Product Overview

10.22.3 Platypus Women's Swimsuits Product Market Performance

10.22.4 Platypus Business Overview

10.22.5 Platypus Recent Developments

10.23 La Perla Group

10.23.1 La Perla Group Basic Information

10.23.2 La Perla Group Women's Swimsuits Product Overview

10.23.3 La Perla Group Women's Swimsuits Product Market Performance

10.23.4 La Perla Group Business Overview

10.23.5 La Perla Group Recent Developments

11 WOMEN'S SWIMSUITS MARKET FORECAST BY REGION

11.1 Global Women's Swimsuits Market Size Forecast

11.2 Global Women's Swimsuits Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Women's Swimsuits Market Size Forecast by Country

11.2.3 Asia Pacific Women's Swimsuits Market Size Forecast by Region

11.2.4 South America Women's Swimsuits Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Women's Swimsuits by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Women's Swimsuits Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Women's Swimsuits by Type (2026-2033)

12.1.2 Global Women's Swimsuits Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Women's Swimsuits by Type (2026-2033)

12.2 Global Women's Swimsuits Market Forecast by Application (2026-2033)

12.2.1 Global Women's Swimsuits Sales (K Units) Forecast by Application

12.2.2 Global Women's Swimsuits Market Size (M USD) Forecast by Application (2026-2033)

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. Market Size (M USD) Segment Executive Summary
Table 4. Women's Swimsuits Market Size Comparison by Region (M USD)
Table 5. Global Women's Swimsuits Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Women's Swimsuits Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Women's Swimsuits Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Women's Swimsuits Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Women's Swimsuits as of 2024)
Table 10. Global Market Women's Swimsuits Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers Women's Swimsuits Sales Sites and Area Served
Table 12. Manufacturers Women's Swimsuits Product Type
Table 13. Global Women's Swimsuits Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Women's Swimsuits Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. Global Women's Swimsuits Sales by Type (K Units)
Table 25. Global Women's Swimsuits Market Size by Type (M USD)
Table 26. Global Women's Swimsuits Sales (K Units) by Type (2020-2025)
Table 27. Global Women's Swimsuits Sales Market Share by Type (2020-2025)
Table 28. Global Women's Swimsuits Market Size (M USD) by Type (2020-2025)
Table 29. Global Women's Swimsuits Market Size Share by Type (2020-2025)
Table 30. Global Women's Swimsuits Price (USD/Unit) by Type (2020-2025)
Table 31. Global Women's Swimsuits Sales (K Units) by Application
Table 32. Global Women's Swimsuits Market Size by Application

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

Table 61. Pentland Group Women's Swimsuits Product Overview
Table 62. Pentland Group Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 63. Pentland Group Business Overview
Table 64. Pentland Group SWOT Analysis
Table 65. Pentland Group Recent Developments
Table 66. Arena Basic Information
Table 67. Arena Women's Swimsuits Product Overview
Table 68. Arena Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 69. Arena Business Overview
Table 70. Arena SWOT Analysis
Table 71. Arena Recent Developments
Table 72. Diana Sport Basic Information
Table 73. Diana Sport Women's Swimsuits Product Overview
Table 74. Diana Sport Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 75. Diana Sport Business Overview
Table 76. Diana Sport SWOT Analysis
Table 77. Diana Sport Recent Developments
Table 78. Hosa Basic Information
Table 79. Hosa Women's Swimsuits Product Overview
Table 80. Hosa Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 81. Hosa Business Overview
Table 82. Hosa Recent Developments
Table 83. Zoke Basic Information
Table 84. Zoke Women's Swimsuits Product Overview
Table 85. Zoke Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 86. Zoke Business Overview
Table 87. Zoke Recent Developments
Table 88. Dolfin Swimwear Basic Information
Table 89. Dolfin Swimwear Women's Swimsuits Product Overview
Table 90. Dolfin Swimwear Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 91. Dolfin Swimwear Business Overview
Table 92. Dolfin Swimwear Recent Developments
Table 93. Derong Group Basic Information

Table 94. Derong Group Women's Swimsuits Product Overview
Table 95. Derong Group Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 96. Derong Group Business Overview
Table 97. Derong Group Recent Developments
Table 98. FEW Basic Information
Table 99. FEW Women's Swimsuits Product Overview
Table 100. FEW Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 101. FEW Business Overview
Table 102. FEW Recent Developments
Table 103. Wacoal Basic Information
Table 104. Wacoal Women's Swimsuits Product Overview
Table 105. Wacoal Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 106. Wacoal Business Overview
Table 107. Wacoal Recent Developments
Table 108. Yingfa Basic Information
Table 109. Yingfa Women's Swimsuits Product Overview
Table 110. Yingfa Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 111. Yingfa Business Overview
Table 112. Yingfa Recent Developments
Table 113. TNZI Basic Information
Table 114. TNZI Women's Swimsuits Product Overview
Table 115. TNZI Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 116. TNZI Business Overview
Table 117. TNZI Recent Developments
Table 118. Sanqi International Basic Information
Table 119. Sanqi International Women's Swimsuits Product Overview
Table 120. Sanqi International Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 121. Sanqi International Business Overview
Table 122. Sanqi International Recent Developments
Table 123. Gottex Basic Information
Table 124. Gottex Women's Swimsuits Product Overview
Table 125. Gottex Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 126. Gottex Business Overview
Table 127. Gottex Recent Developments
Table 128. American Apparel Basic Information
Table 129. American Apparel Women's Swimsuits Product Overview
Table 130. American Apparel Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 131. American Apparel Business Overview
Table 132. American Apparel Recent Developments
Table 133. Seafolly Basic Information
Table 134. Seafolly Women's Swimsuits Product Overview
Table 135. Seafolly Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 136. Seafolly Business Overview
Table 137. Seafolly Recent Developments
Table 138. Aimer Basic Information
Table 139. Aimer Women's Swimsuits Product Overview
Table 140. Aimer Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 141. Aimer Business Overview
Table 142. Aimer Recent Developments
Table 143. PARAH S.p.A Basic Information
Table 144. PARAH S.p.A Women's Swimsuits Product Overview
Table 145. PARAH S.p.A Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 146. PARAH S.p.A Business Overview
Table 147. PARAH S.p.A Recent Developments
Table 148. Seaspray Basic Information
Table 149. Seaspray Women's Swimsuits Product Overview
Table 150. Seaspray Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 151. Seaspray Business Overview
Table 152. Seaspray Recent Developments
Table 153. TYR Sport Basic Information
Table 154. TYR Sport Women's Swimsuits Product Overview
Table 155. TYR Sport Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 156. TYR Sport Business Overview
Table 157. TYR Sport Recent Developments
Table 158. Perry Basic Information

Table 159. Perry Women's Swimsuits Product Overview
Table 160. Perry Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 161. Perry Business Overview
Table 162. Perry Recent Developments
Table 163. NOZONE Basic Information
Table 164. NOZONE Women's Swimsuits Product Overview
Table 165. NOZONE Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 166. NOZONE Business Overview
Table 167. NOZONE Recent Developments
Table 168. Platypus Basic Information
Table 169. Platypus Women's Swimsuits Product Overview
Table 170. Platypus Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 171. Platypus Business Overview
Table 172. Platypus Recent Developments
Table 173. La Perla Group Basic Information
Table 174. La Perla Group Women's Swimsuits Product Overview
Table 175. La Perla Group Women's Swimsuits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 176. La Perla Group Business Overview
Table 177. La Perla Group Recent Developments
Table 178. Global Women's Swimsuits Sales Forecast by Region (2026-2033) & (K Units)
Table 179. Global Women's Swimsuits Market Size Forecast by Region (2026-2033) & (M USD)
Table 180. North America Women's Swimsuits Sales Forecast by Country (2026-2033) & (K Units)
Table 181. North America Women's Swimsuits Market Size Forecast by Country (2026-2033) & (M USD)
Table 182. Europe Women's Swimsuits Sales Forecast by Country (2026-2033) & (K Units)
Table 183. Europe Women's Swimsuits Market Size Forecast by Country (2026-2033) & (M USD)
Table 184. Asia Pacific Women's Swimsuits Sales Forecast by Region (2026-2033) & (K Units)
Table 185. Asia Pacific Women's Swimsuits Market Size Forecast by Region (2026-2033) & (M USD)

Table 186. South America Women's Swimsuits Sales Forecast by Country (2026-2033) & (K Units)

Table 187. South America Women's Swimsuits Market Size Forecast by Country (2026-2033) & (M USD)

Table 188. Middle East and Africa Women's Swimsuits Sales Forecast by Country (2026-2033) & (Units)

Table 189. Middle East and Africa Women's Swimsuits Market Size Forecast by Country (2026-2033) & (M USD)

Table 190. Global Women's Swimsuits Sales Forecast by Type (2026-2033) & (K Units)

Table 191. Global Women's Swimsuits Market Size Forecast by Type (2026-2033) & (M USD)

Table 192. Global Women's Swimsuits Price Forecast by Type (2026-2033) & (USD/Unit)

Table 193. Global Women's Swimsuits Sales (K Units) Forecast by Application (2026-2033)

Table 194. Global Women's Swimsuits Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Women's Swimsuits
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Women's Swimsuits Market Size (M USD), 2024-2033
- Figure 5. Global Women's Swimsuits Market Size (M USD) (2020-2033)
- Figure 6. Global Women's Swimsuits Sales (K Units) & (2020-2033)
- 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. Women's Swimsuits Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Women's Swimsuits Product Life Cycle
- Figure 13. Women's Swimsuits Sales Share by Manufacturers in 2024
- Figure 14. Global Women's Swimsuits Revenue Share by Manufacturers in 2024
- Figure 15. Women's Swimsuits Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Women's Swimsuits Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Women's Swimsuits Revenue in 2024
- Figure 18. Industry Chain Map of Women's Swimsuits
- Figure 19. Global Women's Swimsuits Market PESTE Analysis
- Figure 20. Global Women's Swimsuits 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 Women's Swimsuits Market Share by Type
- Figure 27. Sales Market Share of Women's Swimsuits by Type (2020-2025)
- Figure 28. Sales Market Share of Women's Swimsuits by Type in 2024
- Figure 29. Market Size Share of Women's Swimsuits by Type (2020-2025)
- Figure 30. Market Size Share of Women's Swimsuits by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Women's Swimsuits Market Share by Application

Figure 33. Global Women's Swimsuits Sales Market Share by Application (2020-2025)

Figure 34. Global Women's Swimsuits Sales Market Share by Application in 2024

Figure 35. Global Women's Swimsuits Market Share by Application (2020-2025)

Figure 36. Global Women's Swimsuits Market Share by Application in 2024

Figure 37. Global Women's Swimsuits Sales Growth Rate by Application (2020-2025)

Figure 38. Global Women's Swimsuits Sales Market Share by Region (2020-2025)

Figure 39. Global Women's Swimsuits Market Size Market Share by Region (2020-2025)

Figure 40. North America Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Women's Swimsuits Sales Market Share by Country in 2024

Figure 43. North America Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Women's Swimsuits Market Size Market Share by Country in 2024

Figure 45. U.S. Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Women's Swimsuits Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Women's Swimsuits Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Women's Swimsuits Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Women's Swimsuits Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Women's Swimsuits Sales Market Share by Country in 2024

Figure 53. Europe Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Women's Swimsuits Market Size Market Share by Country in 2024

Figure 55. Germany Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Women's Swimsuits Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Women's Swimsuits Sales Market Share by Region in 2024

Figure 67. Asia Pacific Women's Swimsuits Market Size Market Share by Region in 2024

Figure 68. China Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Women's Swimsuits Sales and Growth Rate (K Units)

Figure 79. South America Women's Swimsuits Sales Market Share by Country in 2024

Figure 80. South America Women's Swimsuits Market Size and Growth Rate (M USD)

Figure 81. South America Women's Swimsuits Market Size Market Share by Country in 2024

Figure 82. Brazil Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Women's Swimsuits Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Women's Swimsuits Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Women's Swimsuits Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Women's Swimsuits Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Women's Swimsuits Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Women's Swimsuits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Women's Swimsuits Production Market Share by Region (2020-2025)

Figure 103. North America Women's Swimsuits Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Women's Swimsuits Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Women's Swimsuits Production (K Units) Growth Rate (2020-2025)

Figure 106. China Women's Swimsuits Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Women's Swimsuits Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Women's Swimsuits Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Women's Swimsuits Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Women's Swimsuits Market Share Forecast by Type (2026-2033)

Figure 111. Global Women's Swimsuits Sales Forecast by Application (2026-2033)

Figure 112. Global Women's Swimsuits Market Share Forecast by Application (2026-2033)

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