

# Global Waterproof Jackets Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

The waterproof jacket market is characterized by a growing demand for durable, high-performance outerwear designed to protect against rain and harsh weather conditions. These jackets are typically made from materials like Gore-Tex, polyurethane-coated fabrics, or laminated membranes that provide water resistance while maintaining breathability. The market caters to diverse consumer segments, including outdoor enthusiasts, commuters, and professionals working in wet environments. Key drivers include increasing outdoor recreational activities, rising awareness of weather-resistant apparel, and advancements in fabric technology that enhance comfort and functionality. Competition is intense, with brands differentiating through eco-friendly materials, lightweight designs, and multifunctional features like packability and thermal insulation. The market is also influenced by seasonal trends, with higher demand in regions experiencing prolonged rainy seasons or colder climates. Premium brands dominate the high-end segment, while affordable options from fast-fashion retailers appeal to budget-conscious consumers. E-commerce has further expanded accessibility, with online platforms offering a wide range of styles and price points. Sustainability is emerging as a critical factor, with brands incorporating recycled materials and environmentally friendly production processes to meet evolving consumer preferences. The market is projected to grow steadily, supported by urbanization, climate variability, and increasing disposable incomes in emerging economies.

This report provides a deep insight into the global Waterproof Jackets 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 Waterproof Jackets 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 Waterproof Jackets market in any manner.

### Global Waterproof Jackets 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**

Canada Goose

COLUMBIA

Hunter

Jack Wolfskin

Mammut Runbold

Musto

North Face

Patagonia Alpine Houdini

Arc'teryx

Haglofs

INOV-8

Karhmandu

Montane

Odlo

Toread

## **Market Segmentation (by Type)**

Price:150USD

## **Market Segmentation (by Application)**

Woman

Man

Kids

## **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 Waterproof Jackets Market

Overview of the regional outlook of the Waterproof Jackets 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 Waterproof Jackets 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 Waterproof Jackets, 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 Waterproof Jackets
- 1.2 Key Market Segments
  - 1.2.1 Waterproof Jackets Segment by Type
  - 1.2.2 Waterproof Jackets 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 WATERPROOF JACKETS MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Waterproof Jackets Market Size (M USD) Estimates and Forecasts (2020-2033)
  - 2.1.2 Global Waterproof Jackets Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 WATERPROOF JACKETS MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Waterproof Jackets Product Life Cycle
- 3.3 Global Waterproof Jackets Sales by Manufacturers (2020-2025)
- 3.4 Global Waterproof Jackets Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Waterproof Jackets Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Waterproof Jackets Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Waterproof Jackets Market Competitive Situation and Trends
  - 3.8.1 Waterproof Jackets Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Waterproof Jackets Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 WATERPROOF JACKETS INDUSTRY CHAIN ANALYSIS**

- 4.1 Waterproof Jackets 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 WATERPROOF JACKETS 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 Waterproof Jackets 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 Waterproof Jackets Market
- 5.7 ESG Ratings of Leading Companies

## **6 WATERPROOF JACKETS MARKET SEGMENTATION BY TYPE**

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

## **7 WATERPROOF JACKETS MARKET SEGMENTATION BY APPLICATION**

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

## 7.4 Global Waterproof Jackets Sales Growth Rate by Application (2020-2025)

# 8 WATERPROOF JACKETS MARKET SALES BY REGION

## 8.1 Global Waterproof Jackets Sales by Region

### 8.1.1 Global Waterproof Jackets Sales by Region

### 8.1.2 Global Waterproof Jackets Sales Market Share by Region

## 8.2 Global Waterproof Jackets Market Size by Region

### 8.2.1 Global Waterproof Jackets Market Size by Region

### 8.2.2 Global Waterproof Jackets Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Waterproof Jackets Sales by Country

### 8.3.2 North America Waterproof Jackets 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 Waterproof Jackets Sales by Country

### 8.4.2 Europe Waterproof Jackets 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 Waterproof Jackets Sales by Region

### 8.5.2 Asia Pacific Waterproof Jackets 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 Waterproof Jackets Sales by Country

### 8.6.2 South America Waterproof Jackets 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 Waterproof Jackets Sales by Region
- 8.7.2 Middle East and Africa Waterproof Jackets 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 WATERPROOF JACKETS MARKET PRODUCTION BY REGION**

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

## **10 KEY COMPANIES PROFILE**

- 10.1 Canada Goose
  - 10.1.1 Canada Goose Basic Information
  - 10.1.2 Canada Goose Waterproof Jackets Product Overview
  - 10.1.3 Canada Goose Waterproof Jackets Product Market Performance
  - 10.1.4 Canada Goose Business Overview
  - 10.1.5 Canada Goose SWOT Analysis

- 10.1.6 Canada Goose Recent Developments
- 10.2 COLUMBIA
  - 10.2.1 COLUMBIA Basic Information
  - 10.2.2 COLUMBIA Waterproof Jackets Product Overview
  - 10.2.3 COLUMBIA Waterproof Jackets Product Market Performance
  - 10.2.4 COLUMBIA Business Overview
  - 10.2.5 COLUMBIA SWOT Analysis
  - 10.2.6 COLUMBIA Recent Developments
- 10.3 Hunter
  - 10.3.1 Hunter Basic Information
  - 10.3.2 Hunter Waterproof Jackets Product Overview
  - 10.3.3 Hunter Waterproof Jackets Product Market Performance
  - 10.3.4 Hunter Business Overview
  - 10.3.5 Hunter SWOT Analysis
  - 10.3.6 Hunter Recent Developments
- 10.4 Jack Wolfskin
  - 10.4.1 Jack Wolfskin Basic Information
  - 10.4.2 Jack Wolfskin Waterproof Jackets Product Overview
  - 10.4.3 Jack Wolfskin Waterproof Jackets Product Market Performance
  - 10.4.4 Jack Wolfskin Business Overview
  - 10.4.5 Jack Wolfskin Recent Developments
- 10.5 Mammut Runbold
  - 10.5.1 Mammut Runbold Basic Information
  - 10.5.2 Mammut Runbold Waterproof Jackets Product Overview
  - 10.5.3 Mammut Runbold Waterproof Jackets Product Market Performance
  - 10.5.4 Mammut Runbold Business Overview
  - 10.5.5 Mammut Runbold Recent Developments
- 10.6 Musto
  - 10.6.1 Musto Basic Information
  - 10.6.2 Musto Waterproof Jackets Product Overview
  - 10.6.3 Musto Waterproof Jackets Product Market Performance
  - 10.6.4 Musto Business Overview
  - 10.6.5 Musto Recent Developments
- 10.7 North Face
  - 10.7.1 North Face Basic Information
  - 10.7.2 North Face Waterproof Jackets Product Overview
  - 10.7.3 North Face Waterproof Jackets Product Market Performance
  - 10.7.4 North Face Business Overview
  - 10.7.5 North Face Recent Developments

## 10.8 Patagonia Alpine Houdini

10.8.1 Patagonia Alpine Houdini Basic Information

10.8.2 Patagonia Alpine Houdini Waterproof Jackets Product Overview

10.8.3 Patagonia Alpine Houdini Waterproof Jackets Product Market Performance

10.8.4 Patagonia Alpine Houdini Business Overview

10.8.5 Patagonia Alpine Houdini Recent Developments

## 10.9 Arc'teryx

10.9.1 Arc'teryx Basic Information

10.9.2 Arc'teryx Waterproof Jackets Product Overview

10.9.3 Arc'teryx Waterproof Jackets Product Market Performance

10.9.4 Arc'teryx Business Overview

10.9.5 Arc'teryx Recent Developments

## 10.10 Haglofs

10.10.1 Haglofs Basic Information

10.10.2 Haglofs Waterproof Jackets Product Overview

10.10.3 Haglofs Waterproof Jackets Product Market Performance

10.10.4 Haglofs Business Overview

10.10.5 Haglofs Recent Developments

## 10.11 INOV-8

10.11.1 INOV-8 Basic Information

10.11.2 INOV-8 Waterproof Jackets Product Overview

10.11.3 INOV-8 Waterproof Jackets Product Market Performance

10.11.4 INOV-8 Business Overview

10.11.5 INOV-8 Recent Developments

## 10.12 Karhmandu

10.12.1 Karhmandu Basic Information

10.12.2 Karhmandu Waterproof Jackets Product Overview

10.12.3 Karhmandu Waterproof Jackets Product Market Performance

10.12.4 Karhmandu Business Overview

10.12.5 Karhmandu Recent Developments

## 10.13 Montane

10.13.1 Montane Basic Information

10.13.2 Montane Waterproof Jackets Product Overview

10.13.3 Montane Waterproof Jackets Product Market Performance

10.13.4 Montane Business Overview

10.13.5 Montane Recent Developments

## 10.14 Odlo

10.14.1 Odlo Basic Information

10.14.2 Odlo Waterproof Jackets Product Overview

- 10.14.3 Odlo Waterproof Jackets Product Market Performance
- 10.14.4 Odlo Business Overview
- 10.14.5 Odlo Recent Developments
- 10.15 Tread
  - 10.15.1 Tread Basic Information
  - 10.15.2 Tread Waterproof Jackets Product Overview
  - 10.15.3 Tread Waterproof Jackets Product Market Performance
  - 10.15.4 Tread Business Overview
  - 10.15.5 Tread Recent Developments

## **11 WATERPROOF JACKETS MARKET FORECAST BY REGION**

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

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

- 12.1 Global Waterproof Jackets Market Forecast by Type (2026-2033)
  - 12.1.1 Global Forecasted Sales of Waterproof Jackets by Type (2026-2033)
  - 12.1.2 Global Waterproof Jackets Market Size Forecast by Type (2026-2033)
  - 12.1.3 Global Forecasted Price of Waterproof Jackets by Type (2026-2033)
- 12.2 Global Waterproof Jackets Market Forecast by Application (2026-2033)
  - 12.2.1 Global Waterproof Jackets Sales (K Units) Forecast by Application
  - 12.2.2 Global Waterproof Jackets 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. Waterproof Jackets Market Size Comparison by Region (M USD)

Table 5. Global Waterproof Jackets Sales (K Units) by Manufacturers (2020-2025)

Table 6. Global Waterproof Jackets Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Waterproof Jackets Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Waterproof Jackets Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Waterproof Jackets as of 2024)

Table 10. Global Market Waterproof Jackets Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Waterproof Jackets 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. Waterproof Jackets 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. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Waterproof Jackets Sales by Type (K Units)

Table 26. Global Waterproof Jackets Market Size by Type (M USD)

Table 27. Global Waterproof Jackets Sales (K Units) by Type (2020-2025)

Table 28. Global Waterproof Jackets Sales Market Share by Type (2020-2025)

Table 29. Global Waterproof Jackets Market Size (M USD) by Type (2020-2025)

Table 30. Global Waterproof Jackets Market Size Share by Type (2020-2025)

Table 31. Global Waterproof Jackets Price (USD/Unit) by Type (2020-2025)

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

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

Table 61. Canada Goose Basic Information

Table 62. Canada Goose Waterproof Jackets Product Overview

Table 63. Canada Goose Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Canada Goose Business Overview

Table 65. Canada Goose SWOT Analysis

Table 66. Canada Goose Recent Developments

Table 67. COLUMBIA Basic Information

Table 68. COLUMBIA Waterproof Jackets Product Overview

Table 69. COLUMBIA Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. COLUMBIA Business Overview

Table 71. COLUMBIA SWOT Analysis

Table 72. COLUMBIA Recent Developments

Table 73. Hunter Basic Information

Table 74. Hunter Waterproof Jackets Product Overview

Table 75. Hunter Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. Hunter Business Overview

Table 77. Hunter SWOT Analysis

Table 78. Hunter Recent Developments

Table 79. Jack Wolfskin Basic Information

Table 80. Jack Wolfskin Waterproof Jackets Product Overview

Table 81. Jack Wolfskin Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. Jack Wolfskin Business Overview

Table 83. Jack Wolfskin Recent Developments

Table 84. Mammut Runbold Basic Information

Table 85. Mammut Runbold Waterproof Jackets Product Overview

Table 86. Mammut Runbold Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. Mammut Runbold Business Overview

Table 88. Mammut Runbold Recent Developments

Table 89. Musto Basic Information

Table 90. Musto Waterproof Jackets Product Overview

Table 91. Musto Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 92. Musto Business Overview

- Table 93. Musto Recent Developments
- Table 94. North Face Basic Information
- Table 95. North Face Waterproof Jackets Product Overview
- Table 96. North Face Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 97. North Face Business Overview
- Table 98. North Face Recent Developments
- Table 99. Patagonia Alpine Houdini Basic Information
- Table 100. Patagonia Alpine Houdini Waterproof Jackets Product Overview
- Table 101. Patagonia Alpine Houdini Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 102. Patagonia Alpine Houdini Business Overview
- Table 103. Patagonia Alpine Houdini Recent Developments
- Table 104. Arc'teryx Basic Information
- Table 105. Arc'teryx Waterproof Jackets Product Overview
- Table 106. Arc'teryx Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 107. Arc'teryx Business Overview
- Table 108. Arc'teryx Recent Developments
- Table 109. Haglofs Basic Information
- Table 110. Haglofs Waterproof Jackets Product Overview
- Table 111. Haglofs Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 112. Haglofs Business Overview
- Table 113. Haglofs Recent Developments
- Table 114. INOV-8 Basic Information
- Table 115. INOV-8 Waterproof Jackets Product Overview
- Table 116. INOV-8 Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 117. INOV-8 Business Overview
- Table 118. INOV-8 Recent Developments
- Table 119. Karhmandu Basic Information
- Table 120. Karhmandu Waterproof Jackets Product Overview
- Table 121. Karhmandu Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 122. Karhmandu Business Overview
- Table 123. Karhmandu Recent Developments
- Table 124. Montane Basic Information
- Table 125. Montane Waterproof Jackets Product Overview

Table 126. Montane Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Montane Business Overview

Table 128. Montane Recent Developments

Table 129. Odlo Basic Information

Table 130. Odlo Waterproof Jackets Product Overview

Table 131. Odlo Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. Odlo Business Overview

Table 133. Odlo Recent Developments

Table 134. Toread Basic Information

Table 135. Toread Waterproof Jackets Product Overview

Table 136. Toread Waterproof Jackets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. Toread Business Overview

Table 138. Toread Recent Developments

Table 139. Global Waterproof Jackets Sales Forecast by Region (2026-2033) & (K Units)

Table 140. Global Waterproof Jackets Market Size Forecast by Region (2026-2033) & (M USD)

Table 141. North America Waterproof Jackets Sales Forecast by Country (2026-2033) & (K Units)

Table 142. North America Waterproof Jackets Market Size Forecast by Country (2026-2033) & (M USD)

Table 143. Europe Waterproof Jackets Sales Forecast by Country (2026-2033) & (K Units)

Table 144. Europe Waterproof Jackets Market Size Forecast by Country (2026-2033) & (M USD)

Table 145. Asia Pacific Waterproof Jackets Sales Forecast by Region (2026-2033) & (K Units)

Table 146. Asia Pacific Waterproof Jackets Market Size Forecast by Region (2026-2033) & (M USD)

Table 147. South America Waterproof Jackets Sales Forecast by Country (2026-2033) & (K Units)

Table 148. South America Waterproof Jackets Market Size Forecast by Country (2026-2033) & (M USD)

Table 149. Middle East and Africa Waterproof Jackets Sales Forecast by Country (2026-2033) & (Units)

Table 150. Middle East and Africa Waterproof Jackets Market Size Forecast by Country

(2026-2033) & (M USD)

Table 151. Global Waterproof Jackets Sales Forecast by Type (2026-2033) & (K Units)

Table 152. Global Waterproof Jackets Market Size Forecast by Type (2026-2033) & (M USD)

Table 153. Global Waterproof Jackets Price Forecast by Type (2026-2033) & (USD/Unit)

Table 154. Global Waterproof Jackets Sales (K Units) Forecast by Application (2026-2033)

Table 155. Global Waterproof Jackets Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

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

- Figure 33. Global Waterproof Jackets Sales Market Share by Application (2020-2025)
- Figure 34. Global Waterproof Jackets Sales Market Share by Application in 2024
- Figure 35. Global Waterproof Jackets Market Share by Application (2020-2025)
- Figure 36. Global Waterproof Jackets Market Share by Application in 2024
- Figure 37. Global Waterproof Jackets Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Waterproof Jackets Sales Market Share by Region (2020-2025)
- Figure 39. Global Waterproof Jackets Market Size Market Share by Region (2020-2025)
- Figure 40. North America Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Waterproof Jackets Sales Market Share by Country in 2024
- Figure 43. North America Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Waterproof Jackets Market Size Market Share by Country in 2024
- Figure 45. U.S. Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Waterproof Jackets Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Waterproof Jackets Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Waterproof Jackets Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Waterproof Jackets Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Waterproof Jackets Sales Market Share by Country in 2024
- Figure 53. Europe Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Waterproof Jackets Market Size Market Share by Country in 2024
- Figure 55. Germany Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Waterproof Jackets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Waterproof Jackets Market Size and Growth Rate (2020-2025) & (M

USD)

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

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

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

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

Figure 65. Asia Pacific Waterproof Jackets Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Waterproof Jackets Sales Market Share by Region in 2024

Figure 67. Asia Pacific Waterproof Jackets Market Size Market Share by Region in 2024

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

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

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

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

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

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

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

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

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

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

Figure 78. South America Waterproof Jackets Sales and Growth Rate (K Units)

Figure 79. South America Waterproof Jackets Sales Market Share by Country in 2024

Figure 80. South America Waterproof Jackets Market Size and Growth Rate (M USD)

Figure 81. South America Waterproof Jackets Market Size Market Share by Country in 2024

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

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

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

Figure 85. Argentina Waterproof Jackets Market Size and Growth Rate (2020-2025) &

(M USD)

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

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

Figure 88. Middle East and Africa Waterproof Jackets Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Waterproof Jackets Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Waterproof Jackets Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Waterproof Jackets Market Size Market Share by Region in 2024

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

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

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

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

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

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

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

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

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

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

Figure 102. Global Waterproof Jackets Production Market Share by Region (2020-2025)

Figure 103. North America Waterproof Jackets Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Waterproof Jackets Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Waterproof Jackets Production (K Units) Growth Rate (2020-2025)

Figure 106. China Waterproof Jackets Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Waterproof Jackets Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Waterproof Jackets Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Waterproof Jackets Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Waterproof Jackets Market Share Forecast by Type (2026-2033)

Figure 111. Global Waterproof Jackets Sales Forecast by Application (2026-2033)

Figure 112. Global Waterproof Jackets Market Share Forecast by Application (2026-2033)

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