

# **Swimwear & Beachwear Market Segments: By Product Type (Nylon, Polyester, Spandex and others); By End user (Men, Women, Boys and Girls); and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030**

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## **Abstracts**

### Product Overview

Swimwear and beachwear are pieces of apparel intended to be worn by people participating in water-based activities or water sports such as swimming, water polo, driving surfing, water skiing, or sunbathing. In sports like scuba diving, water skiing, and wakeboarding, a swimsuit is required as an undergarment. In the industry, there is a wide range of modern and trendy swimsuits that vary in size and quality. Swimming is the most common fitness and leisure activity in the world. Swimming is becoming more common as a best physical exercise due to rising health concerns among people of all ages. This, in essence, is laying the groundwork for a large-scale procurement of swimwear. Exposing one's body is a common occurrence in some Western countries, which has effectively increased the selling of beachwear items on the market.

### Market Highlights

Global Swimwear & Beachwear Market is expected to project a notable CAGR of 4.9% in 2030.

Global Swimwear & Beachwear Market to surpass USD XXX million by 2030 from USD XXX million in 2020 at a CAGR of 4.9% in the coming years, i.e., 2021-30. This growth is anticipated due to increasing mergers and acquisitions across various sectors which will create a worldwide demand for Swimwear & Beachwear. The growth of online stores is also propelling the selling of high-end products. E-commerce allows the simple purchasing of goods manufactured in remote locations. This, in turn, has made a major contribution to the development of the Global Swimwear & Beachwear Market industry.

## Global Swimwear & Beachwear Market: Segments

Polyester segment to grow with the highest CAGR during 2020-30

Global Swimwear & Beachwear Market is segmented by product type into Nylon, Polyester, Spandex, and others. Polyester segment held the largest market share in the year 2020. Polyester is used to make a variety of swimwear that is resistant to stretching and shrinkage. Manufacturers are also drawn to this material due to its fast-drying and easy-to-clean properties. Also, it improves the longevity of swimwear by providing benefits such as wrinkle resistance, abrasion resistance, and chemical resistance. As a result, the use of advanced fabrics in swimwear production is expected to fuel global market growth. Nylon is a popular fabric because of its high elasticity, low weight, and smooth fit. It's a cloth that's used as a substitute for polyester.

Women segment to grow with the highest CAGR during 2020-30

Global Swimwear & Beachwear Market is segmented by end-user into Men, Women, Boys, and Girls. Over the forecast period, the women end-user is projected to expand at the fastest pace. Women's urge to look fashionable at the pool or beach is driving up demand for swimwear. Women's swimwear demand is also being driven by emerging trends such as bright colors, abstract patterns, asymmetric styles, and traditional yet contemporary shapes. As a result, designers are constantly updating their swimwear and beachwear collections. The women's end-user segment is benefiting from increased demand for specialized swimwear, such as thermal swimwear and swimwear with UV protection.

## Swimwear & Beachwear Market Dynamics

### Drivers

Rising interest in body care and growth of beauty spa industry

Relaxed dress codes, rising interest in body care, social mobility, acceptance of swimming as a calming pastime for an aging population, and enhanced apparel industry performance are all major drivers for the swimwear and beachwear market. The increase in demand for specialty swimwear by women, as well as the growth of the beauty and spa industries, is driving the swimwear and beachwear market to some degree. Furthermore, when people continue to show their bodies, increasing health consciousness has resulted in increased sales of swimwear and beachwear. In the developing world, the Western swimwear trend is gaining traction. Southeast Asia and China, on the other hand, are developing countries with enormous growth potential.

Increasing concerns about versatile use of fabric and leading manufacturers

Another factor driving the demand is increasing concerns about the use of versatile

fabric in Swimwear & Beachwear. The use of fabrics such as nylon, polyester, satin, lace, sheer, lycra, silk, and cotton are growing demand for the commodity. In addition, women's desire to look fashionable at the pool or beach is driving up swimwear demand. As a result, designers are constantly updating their swimwear and beachwear collections. Incorporating more fashion elements into swimwear is also attracting more customers, especially the younger generation.

### Restraint

Ageing demographics and social as well as cultural barriers

Long-term aging demographics in the developed world, affluent circumstances in some parts of the world versus poverty in others, and cultural, social, and religious barriers are all limiting the growth of the swimwear and beachwear industry.

### Global Swimwear & Beachwear Market: Key Players

PARAH S.p. A

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Perry Ellis International Inc.

PVH Corp.

Quiksilver Inc.

Seafolly

Seaspray Swimwear

Speedo International Ltd.

Swimwear Anywhere Inc.

TYR Sport Inc

Other Prominent Players

### Global Swimwear & Beachwear Market: Regions

Global Swimwear & Beachwear Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. Global Swimwear & Beachwear Market in North America held the largest market share of XX.X% in the year 2020 in terms of revenue. The swimwear and beachwear markets in these regions are mainly driven by high participation in water-based leisure sports. Water sports are common among men, women, and children for their thrills and relaxation, but they require suitable clothing. This gives the swimwear and beachwear markets in these areas a boost. In the swimwear and beachwear industry, Asia Pacific is becoming increasingly important. The

growing number of men and women participating in water sports and swimming in the region's developing economies is influencing the swimwear and beachwear industry.

Global Swimwear & Beachwear Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Swimwear & Beachwear Market report also contains analysis on:

Swimwear & Beachwear Market Segments:

By Product Type

Nylon

Polyester

Spandex

Others

By End-user

Men

Women

Boys

Girls

Swimwear & Beachwear Market Dynamics

Swimwear & Beachwear Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

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## **8. SWIMWEAR ANYWHERE INC.**

## **9. TYR SPORT INC.**

## **10. OTHER PROMINENT PLAYERS**

Consultant Recommendation

\*\*The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.



## I would like to order

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