

Global Bathing Suit Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Bathing Suit market size is expected to reach \$ 6164 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Bathing Suit, more commonly referred to in industry usage as Swimwear or Swimsuit, is a close-fitting garment specifically designed for swimming, beach leisure, aquatic sports, and resort use. Its core product requirements combine stretch, body fit, chlorine resistance, quick-drying performance, comfort, and visual appeal in wet environments. Typical product formats include one-piece swimsuits, bikinis, two-piece sets, swim trunks, swim skirts, and adjacent functional variants linked to sun protection or active water use. The category is primarily manufactured with nylon-, polyester-, and elastane-based fabric systems, while global supply is heavily concentrated in China and broader Asian apparel manufacturing hubs, with parts of Europe retaining importance in higher-value design-led, branded, and smaller-batch premium programs.

In 2025, global bathing suit production reached approximately 700?780 million pieces. Mainstream factory-gate FOB prices for large-volume orders generally ranged from around USD 4.5 to USD 6.0 per piece, with entry-level basic products priced below that band and more design-intensive or brand-driven OEM/ODM programs priced above it.

The global bathing suit market is gradually shifting from a narrowly seasonal beachwear category into a broader apparel segment that combines resort demand, performance functionality, and fashion expression. International tourism continued to expand in 2025, supporting demand across beaches, cruises, resort hotels, spa destinations, and indoor swimming facilities, which has made the category less dependent on a single summer sales window. At the same time, product expectations are moving upward. Consumers increasingly look for quick-dry performance, shaping support, UV coverage, comfort,

and multi-scene wearability, pushing brands and manufacturers toward higher-performance fabrics, recycled materials, better fit engineering, and more segmented product design. As a result, swimwear is no longer positioned only as vacation apparel; it is becoming a more versatile and commercially resilient fashion-activewear category.

The market, however, still carries several structural pressures. Swimwear remains highly style-sensitive, with rapid changes in color, silhouette, fit, and channel feedback, making inventory discipline and replenishment speed central to profitability. Margin pressure also persists because functional fabrics, elastic yarns, and dyeing or finishing inputs remain cost-sensitive, especially for mid- and lower-tier supply programs. In parallel, sustainability, traceability, and environmental compliance requirements in Europe and other developed markets are becoming more demanding, which means suppliers must compete not only on price and capacity but also on materials compliance, responsible sourcing, and supply-chain due diligence. Over the medium term, the strongest performers are likely to be manufacturers and brands that combine fast development capability, flexible small-batch response, functional fabric integration, cross-regional delivery, and compliance execution within a single operating model.

This report studies the global Bathing Suit production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Bathing Suit and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Bathing Suit that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Bathing Suit total production and demand, 2021-2032, (K Pieces)

Global Bathing Suit total production value, 2021-2032, (USD Million)

Global Bathing Suit production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Pieces), (based on production site)

Global Bathing Suit consumption by region & country, CAGR, 2021-2032 & (K Pieces)

U.S. VS China: Bathing Suit domestic production, consumption, key domestic manufacturers and share

Global Bathing Suit production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Pieces)

Global Bathing Suit production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Pieces)

Global Bathing Suit production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Pieces)

This report profiles key players in the global Bathing Suit market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Pentland Brands Limited (UK), Arena S.p.A. (IT), Calzedonia S.p.A. (IT), Decathlon SE (FR), Adidas AG (DE), TYR Sport, Inc. (US), Elite Sportswear, L.P. (US), Miracle Ventures, Inc. (US), Nike, Inc. (US), Mizuno Corporation (JP), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Bathing Suit market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Pieces) and average price (US\$/Piece) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Bathing Suit Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Bathing Suit Market, Segmentation by Type:

One Piece

Two Piece

Swim Shorts and Trunks

Others

Global Bathing Suit Market, Segmentation by Distribution Channel:

Online Retail

Offline Retail

Global Bathing Suit Market, Segmentation by Material Type:

Polyester

Nylon (Polyamide)

Spandex (Elastane/Lycra)

Others

Global Bathing Suit Market, Segmentation by Sun Protection Rating:

UPF Below 25

UPF 25 to 49

UPF 50 Plus

Global Bathing Suit Market, Segmentation by Application:

Women

Men

Kids and Youth

Companies Profiled:

Pentland Brands Limited (UK)

Arena S.p.A. (IT)

Calzedonia S.p.A. (IT)

Decathlon SE (FR)

Adidas AG (DE)

TYR Sport, Inc. (US)

Elite Sportswear, L.P. (US)

Miracle Ventures, Inc. (US)

Nike, Inc. (US)

Mizuno Corporation (JP)

Footmark Corporation (JP)

Aimer Co., Ltd. (CN)

Embry Holdings Limited (HK)

Shanghai Zoke Garments Co., Ltd. (CN)

Dongguan Yingfa Industrial Co., Ltd. (CN)

Key Questions Answered:

1. How big is the global Bathing Suit market?
2. What is the demand of the global Bathing Suit market?
3. What is the year over year growth of the global Bathing Suit market?
4. What is the production and production value of the global Bathing Suit market?
5. Who are the key producers in the global Bathing Suit market?
6. What are the growth factors driving the market demand?

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