

Global Maternity Swimwear Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Maternity Swimwear market size was valued at USD 1937.5 million in 2022 and is forecast to a readjusted size of USD 3012.4 million by 2029 with a CAGR of 6.5% during review period.

The maternity swimwear market has been experiencing steady growth in recent years, driven by factors such as increasing awareness about the importance of staying active during pregnancy and the growing popularity of swimming as a form of exercise for pregnant women. Major sales regions for maternity swimwear include North America, Europe, Asia Pacific, and Latin America. North America and Europe are the largest markets for maternity swimwear, with a high concentration of sales in countries like the United States, Canada, the United Kingdom, Germany, and France. These regions have a large population of pregnant women who are willing to invest in comfortable and stylish swimwear options. Market concentration in the maternity swimwear industry is relatively low, with a wide range of brands and retailers offering products in this category. This allows consumers to have a variety of options to choose from, catering to different styles, sizes, and price points. However, some well-established brands have a stronger presence in the market due to their reputation for quality and innovation. Market opportunities in the maternity swimwear industry lie in the development of innovative and functional designs that cater to the specific needs of pregnant women. This includes features such as adjustable straps, stretchy fabrics, and belly support panels. There is also an opportunity for brands to expand their product offerings to include sustainable and eco-friendly options, as there is a growing demand for environmentally conscious products among consumers. Challenges in the maternity swimwear market include the limited availability of options in physical retail stores, as many pregnant women prefer to shop online for convenience and a wider selection. Additionally, the

high cost of maternity swimwear compared to regular swimwear can be a barrier for some consumers. Brands need to find a balance between offering high-quality products and maintaining affordability to appeal to a wider customer base. Overall, the maternity swimwear market is expected to continue growing as more pregnant women recognize the importance of staying active and maintaining a healthy lifestyle during pregnancy. Brands that can offer stylish, comfortable, and functional swimwear options while addressing the specific needs of pregnant women have the potential to succeed in this market.

The Global Info Research report includes an overview of the development of the Maternity Swimwear industry chain, the market status of Offline Sales (One-piece Swimsuits, Tankinis Swimsuits), Online Sales (One-piece Swimsuits, Tankinis Swimsuits), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Maternity Swimwear.

Regionally, the report analyzes the Maternity Swimwear markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Maternity Swimwear market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Maternity Swimwear market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Maternity Swimwear industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., One-piece Swimsuits, Tankinis Swimsuits).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Maternity Swimwear market.

Regional Analysis: The report involves examining the Maternity Swimwear market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Maternity Swimwear market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Maternity Swimwear:

Company Analysis: Report covers individual Maternity Swimwear manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Maternity Swimwear. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Channel (Offline Sales, Online Sales).

Technology Analysis: Report covers specific technologies relevant to Maternity Swimwear. It assesses the current state, advancements, and potential future developments in Maternity Swimwear areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Maternity Swimwear market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Maternity Swimwear market is split by Type and by Channel. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for

consumption value by Type, and by Channel in terms of volume and value.

Market segment by Type

One-piece Swimsuits

Tankinis Swimsuits

Market segment by Channel

Offline Sales

Online Sales

Major players covered

Arena

ASOS

H&M

Kindred Bravely

Motherhood

Seraphine

Boob Design

RubyMoon

PinkBlush

Summer Mae

Cupshe

River Island

Marks & Spencer

La Redoute

A Pea in the Pod

Belabumbum

Summersalt

Cache Coeur

Diana Sport

Hosa International

Bravissimo

Neiman Marcus

Carriwell

Calypso

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of

Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Maternity Swimwear product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Maternity Swimwear, with price, sales, revenue and global market share of Maternity Swimwear from 2018 to 2023.

Chapter 3, the Maternity Swimwear competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Maternity Swimwear breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and channel, with sales market share and growth rate by type, channel, from 2018 to 2029.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2022. and Maternity Swimwear market forecast, by regions, type and channel, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Maternity Swimwear.

Chapter 14 and 15, to describe Maternity Swimwear sales channel, distributors, customers, research findings and conclusion.

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