

Global Plaid Shirt Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G598DB675F93EN.html>

Date: July 2026

Pages: 136

Price: US\$ 4,480.00 (Single User License)

ID: G598DB675F93EN

Abstracts

The global Plaid Shirt market size is expected to reach \$ 3885 million by 2032, rising at a market growth of 5.3% CAGR during the forecast period (2026-2032).

A plaid shirt refers to a type of shirt garment whose main design element is a plaid pattern. It typically consists of horizontal and vertical lines interwoven to form plaid patterns of varying sizes, colors, and styles, such as Scottish plaid, Vichy plaid, windowpane check, fine plaid, and large plaid. Compared to solid-color shirts, plaid shirts offer a more casual feel and visual depth, making them suitable for everyday casual wear, as well as commuting, outdoor activities, school, workwear, and business casual occasions. The fabrics used typically include pure cotton, Oxford cloth, flannel, linen, and polyester-cotton blends, offering comfort, durability, and versatility. They can be worn alone or layered over T-shirts, jeans, or casual trousers, making them one of the most common and widely consumed categories in the casual shirt market. Global sales are projected to reach approximately 309.15 million pieces in 2025.

In recent years, as global apparel consumption has shifted towards comfort, personalization, and multi-scenario applications, plaid shirts, as a highly representative patterned product in the casual shirt market, have maintained stable market demand growth. Plaid shirts are characterized by a checkered pattern formed by interwoven horizontal and vertical lines, combining a casual feel, practicality, and styling flexibility. They are widely used in everyday wear, school uniforms, outdoor leisure, workwear, business casual, and autumn/winter flannel clothing. Compared to solid-color shirts, plaid shirts have stronger visual recognition and style expression, making them one of the long-standing popular classic categories in casual wear.

From a demand structure perspective, men's plaid shirts remain an important part of the

market, primarily used for everyday casual wear, commuting, outdoor activities, and workwear. With consumers' increasing acceptance of relaxed, natural, and retro styles, plaid shirts continue to maintain high popularity among young consumers, urban leisure seekers, and those embracing outdoor lifestyles. Women's plaid shirts, on the other hand, are more about fashion styling and layering, and can be combined with T-shirts, jeans, skirts, and knitwear to meet the needs of casual, school, travel, and street style looks. Furthermore, the children's and teenagers' market frequently uses plaid shirts for school activities, everyday wear, and parent-child outfits, further expanding the product's consumer base.

In terms of product structure, pure cotton plaid shirts dominate due to their comfort, breathability, and skin-friendliness; flannel plaid shirts enjoy stable demand in autumn and winter, featuring warmth, softness, and a retro style; Oxford cloth plaid shirts combine a crisp texture with business casual attributes, suitable for commuting and light business occasions; linen and blended plaid shirts primarily target the summer and high-temperature regions. Classified by pattern style, the market can be divided into small checks, large checks, Scottish checks, Vichy checks, windowpane checks, etc., with different patterns corresponding to different age groups, dressing styles, and consumption scenarios.

In terms of the industry chain, upstream includes suppliers of cotton, chemical fibers, yarn, dyeing and finishing, plaid fabrics, and accessories; midstream consists of shirt design, production and processing, brand operation, and OEM/ODM companies; downstream reaches consumers through brand stores, e-commerce platforms, department stores, clothing concept stores, wholesale channels, and social e-commerce. Due to the strong seasonality and frequent style changes associated with plaid shirts, companies require high capabilities in fabric development, color design, rapid prototyping, and inventory management. With the rise of online consumption and social media fashion content, brands are increasingly focusing on rapid-response supply chains and differentiated designs to enhance new product responsiveness, making this a key area of market competition.

Regionally, North America and Europe are the most mature markets for plaid shirts, with workwear, outdoor wear, campus wear, and retro-casual culture providing stable demand. The Asia-Pacific region is experiencing significant growth potential, driven by the expansion of the younger consumer base, the development of e-commerce channels, and the upgrading of casual wear consumption. Latin America and the Middle East, however, tend to favor lightweight and breathable plaid shirts. Overall, the global plaid shirt market exhibits a pattern of stable demand for classic styles, continuous

updates in fashionable designs, and expansion in emerging markets.

Looking ahead, the global plaid shirt market will be driven by three core factors: first, the continued development of casual and comfortable dressing trends; second, the resurgence of plaid elements driven by retro, outdoor, and workwear styles; and third, accelerated product updates driven by online channels, rapid-response supply chains, and personalized designs. Market growth is reflected not only in stable basic consumer demand, but also in fabric upgrades, pattern innovation, brand operation, and enhanced value for multi-scenario wear.

This report studies the global Plaid Shirt production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Plaid Shirt 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 Plaid Shirt that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Plaid Shirt total production and demand, 2021-2032, (K Units)

Global Plaid Shirt total production value, 2021-2032, (USD Million)

Global Plaid Shirt production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Plaid Shirt consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Plaid Shirt domestic production, consumption, key domestic manufacturers and share

Global Plaid Shirt production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Plaid Shirt production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Plaid Shirt production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Plaid Shirt 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 Gildan, Hansoll, Shenzhou, Sae-A Trading, Esquel, HLA, TAL apparel, Biemlf, Viet Tien Garment, Saint Angel, 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 Plaid Shirt market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Sales Channel. 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 Plaid Shirt Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Plaid Shirt Market, Segmentation by Type:

Men's Dress Shirts

Women's Dress Shirts

Global Plaid Shirt Market, Segmentation by Material:

100% Cotton

Flannel

Oxford Textile

Linen

Polyester-Cotton Blend

Global Plaid Shirt Market, Segmentation by Sleeves:

Long Sleeves

Short Sleeves

Global Plaid Shirt Market, Segmentation by Sales Channel:

Offline Sales

Online Sales

Companies Profiled:

Gildan

Hansoll

Shenzhou

Sae-A Trading

Esquel

HLA

TAL apparel

Biemlf

Viet Tien Garment

Saint Angel

Youngor

Lu Thai Textile

Luen Thai

Makalot Ind.

ECLAT

New Wide Group

Seidensticker

Roman Group

KPR MILL

Key Questions Answered:

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

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