

Global Swimsuits Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G0AB8D8087AGEN.html>

Date: June 2026

Pages: 122

Price: US\$ 3,480.00 (Single User License)

ID: G0AB8D8087AGEN

Abstracts

According to our (Global Info Research) latest study, the global Swimsuits market size was valued at US\$ 6688 million in 2025 and is forecast to a readjusted size of US\$ 9314 million by 2032 with a CAGR of 4.9% during review period.

Swimsuits are body-fitting garments specifically designed for swimming, training, competition, beach holidays, and a broad range of shallow-water or open-water activities. The category mainly includes women's one-piece suits, bikinis and coordinated swim sets, as well as men's briefs, trunks and close-fitting competitive styles. Structurally, swimsuits are typically composed of elastic shell fabrics, lining materials, waistband or binding components, and stitched or heat-bonded construction zones. Mainstream material systems are based on polyester, nylon and spandex, with key performance requirements focused on stretch recovery, chlorine resistance, quick drying, body fit, color retention and, in many cases, UV protection. Commercial production is heavily concentrated in China and extends to Sri Lanka, Indonesia, Tunisia, Italy and selected countries in Eastern Europe and Southeast Asia. By end use, the market is broadly divided into competitive and training swimwear, fitness and recreational swimwear, and beach and resort swimwear, with the first segment emphasizing durability and compression, and the latter placing greater weight on comfort, styling and fashion appeal.

Global swimsuit production in 2025 is approximately 1.02 billion to 1.10 billion pieces, with average factory-gate pricing assessed at about USD 5.9 to USD 6.6 per piece on an FOB basis. Structurally, the category has already formed a mature global manufacturing and trade system, with women's synthetic knit swimsuits remaining the largest single commercialized segment, while men's non-knit swimwear and men's synthetic knit swimwear together represent the next largest volume blocks.

The global swimsuit market is moving through a phase of steady expansion driven by both functional upgrading and broader usage occasions. As international tourism recovered to roughly pre-pandemic levels in 2024 and continued to grow in 2025, demand linked to beach holidays, cruises, hotel pools and water leisure activities strengthened materially, supporting the rebound of resort-oriented and casual swim categories. At the same time, the global focus on physical activity and health management continues to favor swimming as a low-impact, multi-age sport, which is reinforcing demand for training and fitness swimwear. For brands, the opportunity is no longer limited to new consumers alone; it also comes from higher usage frequency, deeper product segmentation and upward movement in average selling prices. Durability, chlorine resistance, quick-dry performance, shaping functions, UV protection and sustainability-linked materials are increasingly central to the next phase of product upgrading.

Even so, the industry continues to face several structural constraints typical of apparel manufacturing and brand operations. Demand remains highly seasonal, with the spring and summer sales window in the Northern Hemisphere carrying disproportionate weight in annual sell-through, which raises the importance of inventory timing, fabric sourcing discipline and markdown control. Product homogenization also remains a pressure point in the mid-market, while the shift toward recycled fibers, more durable elastomer systems and recyclable design improves brand storytelling and margin potential but raises development, certification and supply chain coordination requirements. Over the next several years, downstream demand is likely to polarize further between high-performance products for frequent training and competition, and fashion-led products tied to travel, lifestyle and social-media-driven consumption. Companies that can balance performance, design, sustainability positioning and speed to market are likely to be the ones that gain share in the global swimsuit market.

This report is a detailed and comprehensive analysis for global Swimsuits market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Swimsuits market size and forecasts, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (US\$/Piece), 2021-2032

Global Swimsuits market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (US\$/Piece), 2021-2032

Global Swimsuits market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (US\$/Piece), 2021-2032

Global Swimsuits market shares of main players, shipments in revenue (\$ Million), sales quantity (K Pieces), and ASP (US\$/Piece), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Swimsuits

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Swimsuits market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Swimsuits market is split by Type and by Application. For the period 2021-2032, the

growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

One-Piece Swimsuit

Bikini

Two-Piece Swimsuit (excluding Bikini)

Others

Market segment by Distribution Channel

Online Retail

Offline Retail

Market segment by Material Type

Polyester

Nylon (Polyamide)

Spandex (Elastane/Lycra)

Others

Market segment by Sun Protection Rating

UPF Below 25

UPF 25 to 49

UPF 50 Plus

Market segment by Application

Women

Men

Kids

Major players covered

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)

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 Swimsuits product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Swimsuits, with price, sales quantity, revenue, and global market share of Swimsuits from 2021 to 2026.

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

Chapter 4, the Swimsuits breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Swimsuits market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Swimsuits.

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

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