

# Global Swimsuits Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Swimsuits market size is expected to reach \$ 9314 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

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 studies the global Swimsuits production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Swimsuits 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 Swimsuits 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 Swimsuits Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Swimsuits Market, Segmentation by Type:

One-Piece Swimsuit

Bikini

Two-Piece Swimsuit (excluding Bikini)

Others

#### Global Swimsuits Market, Segmentation by Distribution Channel:

Online Retail

Offline Retail

#### Global Swimsuits Market, Segmentation by Material Type:

Polyester

Nylon (Polyamide)

Spandex (Elastane/Lycra)

Others

#### Global Swimsuits Market, Segmentation by Sun Protection Rating:

UPF Below 25

UPF 25 to 49

UPF 50 Plus

#### Global Swimsuits Market, Segmentation by Application:

Women

Men

Kids

#### 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 Swimsuits market?
2. What is the demand of the global Swimsuits market?
3. What is the year over year growth of the global Swimsuits market?
4. What is the production and production value of the global Swimsuits market?
5. Who are the key producers in the global Swimsuits market?
6. What are the growth factors driving the market demand?

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