

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

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Abstracts

According to our (Global Info Research) latest study, the global Swimwear market size was valued at US\$ 7717 million in 2025 and is forecast to a readjusted size of US\$ 10820 million by 2032 with a CAGR of 4.9% during review period.

Swimwear refers to a category of functional garments specifically designed for swimming, training, competition, beach holidays, and a wide range of poolside or shallow-water activities. The product scope mainly includes women's one-piece swimsuits, bikinis and two-piece sets, men's briefs, trunks and close-fitting competitive styles, as well as children's swimwear, while excluding accessories such as goggles, caps, towels, flotation aids and wetsuits. Structurally, swimwear is typically composed of elastic outer fabrics, lining materials, waistband or support components, and stitched or heat-bonded construction zones. The mainstream material system is based on polyester, nylon and spandex, with key performance requirements centered on stretch recovery, chlorine resistance, quick drying, color retention, body support and a degree of UV protection. Commercial production is heavily concentrated in China, while Sri Lanka, Turkey, Indonesia, Tunisia and Italy also hold important positions in selected product segments. By end use, the market is broadly divided into competitive and training swimwear, everyday fitness swimwear, and beach and resort swimwear, with the first category emphasizing durability and compression support and the latter focusing more on comfort, styling and fashion appeal.

In 2025, global swimwear production reached approximately 1.16 billion to 1.24 billion pieces, while the blended factory-gate price on an FOB basis was about USD 6.1 to USD 6.7 per piece.

The global swimwear market is moving into a phase of steady expansion driven by both

broader usage occasions and ongoing performance upgrading. International tourism recovered to pre-pandemic levels in 2024 and continued to set new post-pandemic highs in 2025, helping revive demand linked to beach holidays, cruises, hotel pools and leisure water activities. At the same time, swimming remains a broadly accessible sport supported by a global competition structure, club training systems and public pool infrastructure, which continues to underpin demand for training-oriented and performance-led swimwear. For brands and manufacturers, the most meaningful opportunity is no longer limited to volume growth alone, but increasingly lies in product mix upgrading through chlorine resistance, quick-dry performance, shaping support, UV protection and recycled material adoption, together with stronger replenishment cycles and clearer scenario-based segmentation.

Even so, the industry still carries the typical operating risks of apparel consumer goods. Demand remains highly seasonal, with the Northern Hemisphere spring and summer window exerting an outsized influence on annual sell-through and markdown control, which raises the importance of inventory timing, sourcing discipline and speed to market. Product homogenization also remains visible in the mass segment, where price competition is intense, while the adoption of recycled fibers, more durable elastomer systems and more sophisticated support construction improves product value but also raises development, sampling, certification and supply chain coordination costs. Over the next several years, downstream demand is likely to keep polarizing between high-performance products for frequent training and competition and fashion-led products tied to travel, social visibility and lifestyle consumption. Companies that can combine performance, design, sustainability positioning and fast replenishment are likely to be the ones that gain share in the global swimwear market.

This report is a detailed and comprehensive analysis for global Swimwear 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 Swimwear market size and forecasts, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (US\$/Piece), 2021-2032

Global Swimwear 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 Swimwear 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 Swimwear 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 Swimwear

- 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 Swimwear 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

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

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

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

Chapter 4, the Swimwear 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 Swimwear 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 Swimwear.

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

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