

Global Swimwear Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Swimwear market size is expected to reach \$ 10820 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

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

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

Highlights and key features of the study

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

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

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

Global Swimwear consumption by region & country, CAGR, 2021-2032 & (K Pieces)
U.S. VS China: Swimwear domestic production, consumption, key domestic manufacturers and share

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Swimwear Market, Segmentation by Type:

One-Piece Swimsuit

Bikini

Two-Piece Swimsuit (excluding Bikini)

Others

Global Swimwear Market, Segmentation by Distribution Channel:

Online Retail

Offline Retail

Global Swimwear Market, Segmentation by Material Type:

Polyester

Nylon (Polyamide)

Spandex (Elastane/Lycra)

Others

Global Swimwear Market, Segmentation by Sun Protection Rating:

UPF Below 25

UPF 25 to 49

UPF 50 Plus

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

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