

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

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## Abstracts

The global Umbrellas market size is expected to reach \$ 10458 million by 2032, rising at a market growth of 3.1% CAGR during the forecast period (2026-2032).

An umbrella is a portable protective device designed to shield people or objects from rain. It typically consists of components such as a canopy, ribs, a shaft, a handle, and an opening/closing mechanism; by extending the canopy to create a protective covering, it directs rainwater outward, thereby providing rain protection. In 2025, global umbrella sales reached 890 million units with a production capacity of approximately 1.3 billion units; the average selling price was \$9.20 per unit, and the average gross profit margin ranged from 25% to 35%.

Canopy materials commonly include polyester, nylon, polyester-coated fabric, waterproof PVC, and eco-friendly recycled fabrics, while rib materials primarily consist of steel, aluminum alloy, fiberglass, and carbon fiber. Umbrellas feature various opening mechanisms—such as manual, automatic, or electric-assisted operation—and come in different designs to meet portability needs, including folding umbrellas, straight-shaft umbrellas, and golf umbrellas.

Technological development in the umbrella industry is primarily focused on lightweight design, high strength, enhanced protective capabilities, and smart functionality. Traditional steel ribs are increasingly being replaced by aluminum alloy, fiberglass, and carbon fiber materials to reduce weight and improve wind resistance; canopy materials have evolved from standard polyester to high-density polyester, nylon, Pongee (PG) fabric, and eco-friendly recycled materials, offering superior waterproofing, sun protection, and durability. In terms of structure, mainstream upgrades include automatic opening/closing mechanisms, multi-fold designs, and wind-resistant frame

architectures—such as the use of flexible fiberglass ribs to enhance wind stability. Meanwhile, some companies are exploring "smart umbrellas" by integrating features like location tracking, weather alerts, and automatic operation to boost product value, though this segment remains in the market cultivation stage.

Policy barriers in the umbrella industry are relatively low; instead, the global trade environment and environmental regulations are the primary factors influencing industry growth. In recent years, markets in Europe, the United States, and Japan have imposed stricter environmental standards for consumer goods, prompting manufacturers to adopt recycled fabrics, eco-friendly coatings, and recyclable materials. Concurrently, shifts in global supply chains have driven the relocation of some low-end manufacturing processes to Southeast Asia; however, China retains its status as the world's primary production hub thanks to its mature industrial chain and economies of scale. Driven by consumption upgrades and the growth of e-commerce, sales models are shifting from traditional wholesale and retail toward brand-operated direct sales, e-commerce platforms, cross-border e-commerce, and social media marketing, propelling the industry to move beyond low-price competition toward strategies focused on branding and differentiation.

## Report Scope

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

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

## Highlights and key features of the study

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

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

Global Umbrellas production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K Units), (based on production site)

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

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

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

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

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

This report profiles key players in the global Umbrellas 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 Totes Isotoner Corporation, Senz° Umbrellas, Knirps, Blunt Umbrellas, Fulton Umbrellas, Davek Accessories, Pasotti, Francesco Maglia, Fox Umbrellas, ShedRain Corporation, 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 Umbrellas market

## **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) 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 Umbrellas Market, By Region:**

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## **Global Umbrellas Market, Segmentation by Type:**

Long-Handled Umbrella

Folding Umbrella

## **Global Umbrellas Market, Segmentation by Opening Method:**

Manual Umbrella

Automatic Umbrella

## **Global Umbrellas Market, Segmentation by Number of Umbrella Ribs:**

6-Rib Umbrella

8-Rib Umbrella

10-Rib Umbrella

12-Rib (Or More) Umbrella

## **Global Umbrellas Market, Segmentation by Application:**

Online Sales

Offline Sales

## **Companies Profiled:**

Totes Isotoner Corporation

Senz° Umbrellas

Knirps

Blunt Umbrellas

Fulton Umbrellas

Davek Accessories

Pasotti

Francesco Maglia

Fox Umbrellas

ShedRain Corporation

Waterfront

Tiantang

Ogawa-Rain

SUSINO

Hongye Umbrella Industry

Tianwei Umbrella

Real Star

Sun City

Youanna

## **Key Questions Answered:**

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

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