

Europe Swimming Sports Apparel & Accessories Market Size, Share & Trends Analysis Report By Category (Apparel, Accessories), By Distribution Channel (Supermarkets & Hypermarkets, Sporting Goods Retailers, Online), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The Europe swimming sports apparel & accessories market size was estimated at USD 9.66 billion in 2024 and is estimated to grow at a CAGR of 3.2% from 2025 to 2030. In Europe, the demand for swimming sports apparel is influenced by a strong tradition of swimming as both a competitive sport and a leisure activity. European countries, especially those with a robust sporting culture such as Germany, France, and Italy, have extensive public swimming pools and competitive swimming teams, driving demand for high-performance swimwear and accessories. According to a 2024 article by Play Today, Northern European countries boast the highest percentage of swimmers, with an average rate of 97%.

Swimming is deeply ingrained in the culture of European nations, with swimming events such as the European Championships and the Olympics further fueling interest. This results in a need for specialized swimming gear, including professional-grade swimsuits, training tools, and accessories such as swim caps, goggles, and earplugs.

Environmental sustainability is another key driver in Europe, with consumers

increasingly seeking eco-friendly swimwear made from recycled materials or biodegradable fabrics. With environmental consciousness on the rise, many European brands have shifted to sustainable practices, creating a niche market for green swimwear.

Furthermore, Europe's varying climates, from Mediterranean coastal areas to colder northern regions, ensure year-round demand for both competitive and leisure swimming apparel. In September 2023, Speedo UK launched a limited edition outdoor swim collection in collaboration with the independent British fashion label Folk. This collection combines Folk's distinctive outerwear designs with Speedo's renowned heritage and expertise in performance swimwear. The range includes a variety of items such as costumes, swim shorts, swimming accessories, fleece tops, and parkas. Notably, the swimwear is crafted from recycled fabrics, reflecting a commitment to sustainability, thus driving the swimming apparel & accessories market.

Sustainability is also becoming a significant focus within the market. Brands are increasingly using recycled materials, such as reclaimed ocean plastics, and adopting eco-friendly manufacturing processes. This trend is driven by consumer demand for environmentally responsible products and a broader industry commitment to sustainability.

Consumers are seeking more personalized products, leading to a rise in customizable swimwear and accessories. Options to select specific styles, colors, and fits, as well as the ability to add personal touches such as monograms or unique designs, are becoming more prevalent.

In addition, swimwear is increasingly being seen as a fashion statement beyond the pool or beach among Europeans. This trend is evident in the rise of athleisure and multifunctional designs that can transition from swim activities to casual wear. Fashion-forward designs, vibrant patterns, and bold colors are becoming more common, appealing to a broader audience.

Europe Swimming Sports Apparel & Accessories Market Report Segmentation

This report forecasts revenue growth at regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the Europe swimming sports apparel & accessories market report on the basis of category, distribution channel, and country:

Category Outlook (Volume, Thousand Units; Revenue, USD Billion, 2018 - 2030)

Apparel

Swimsuits

Baby

Kids

Teens

Men

Women

Tops and Watershirts

Baby

Kids

Men

Women

Accessories

Swim Goggles

Adults

Junior

Swim Caps

Adults

Junior

Fins

Adults

Junior

Towels

Adults

Junior

Water Shoes

Flipflops

Men

Women

Junior

Sandals

Men

Women

Junior

Aquashoes

Men

Women

Junior

Aqualearning Products

Sun Shelters

Distribution Channel Outlook (Volume, Thousand Units; Revenue, USD Billion,
2018 - 2030)

Sporting Goods Retailers

Supermarkets & Hypermarkets

Exclusive Brand Outlets

Online

Others

Country Outlook (Volume, Thousand Units; Revenue, USD Billion, 2018 - 2030)

Germany

UK

France

Italy

Spain

Companies Mentioned

Speedo International Ltd.

TYR Sport Inc

Arena Italia S.p.A.

Adidas AG

Nike, Inc.

Mizuno Corporation

Zoggs International Ltd.
Decathlon S.A
Aqua Sphere
Finis Inc.

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