

Swimming Sports Apparel & Accessories Market Size, Share & Trends Analysis Report By Category (Apparel, Equipment), By Distribution Channel (Online, Sporting Goods Retailers, Supermarkets & Hypermarkets), By Region, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/SA0B0FE02981EN.html>

Date: July 2024

Pages: 90

Price: US\$ 3,950.00 (Single User License)

ID: SA0B0FE02981EN

Abstracts

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Market Size & Trends

The swimming sports apparel and accessories market size was estimated at USD 16.68 billion in 2023 and is expected to grow at a CAGR of 5.7% from 2024 to 2030.

The growing global health consciousness, with more individuals recognizing the benefits of swimming as a fitness activity, driving demand for specialized apparel and accessories. The expansion of swimming clubs, competitive leagues, and recreational swimming facilities further boosts market growth, as these venues create a steady demand for high-performance swimwear and related gear. Technological advancements in swimwear materials and design also play a crucial role, offering swimmers enhanced comfort, durability, and performance benefits.

In addition, the growing popularity of national and international sports events is further contributing to the growth of the swimming sports apparel & accessories market. Participation of women in sports has witnessed a tremendous increase in the global over the past few years. According to 2022 data released by the Olympic committee, the U.S. Olympic team of 223 athletes for the Beijing Games includes 108 women, the most for any country in the history of the Winter Olympics.

Increasing disposable incomes in many regions are enabling consumers to invest more in premium swimwear brands and accessories, which in turn is fueling market expansion. Social trends promoting active lifestyles and wellness contribute to the growing popularity of swimming, driving sustained demand for specialized apparel that caters to various skill levels and swimming environments.

Innovations in fabric technology and design are revolutionizing swimwear. High-performance materials that offer enhanced flexibility, reduced drag, UV protection, and quick-drying capabilities are becoming increasingly popular. Features such as chlorine resistance and compression fit for muscle support are gaining traction among both competitive and recreational swimmers.

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 like monograms or unique designs, are becoming more prevalent.

Additionally, swimwear is increasingly being seen as a fashion statement beyond the pool or beach. 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.

Global Swimming Sports Apparel And Accessories Market Report Segmentation

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

Category Outlook (Revenue, USD Million, 2018 - 2030)

Apparel

Equipment

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Sporting Goods Retailers

Supermarkets & Hypermarkets

Exclusive Brand Outlets

Online

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

Central & South America

Brazil

Middle East & Africa

South Africa

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