

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 t%li%grow at a CAGR of 5.7% from 2024 t%li%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 als%li%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 t%li%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 t%li%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 t%li%invest more in premium swimwear brands and accessories, which in turn is fueling market expansion. Social trends promoting active lifestyles and wellness contribute t%li%the growing popularity of swimming, driving sustained demand for specialized apparel that caters t%li%various skill levels and swimming environments.

Innovations in fabric technology and design are revolutionizing swimwear. Highperformance 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 als%li%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 t%li%sustainability.

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

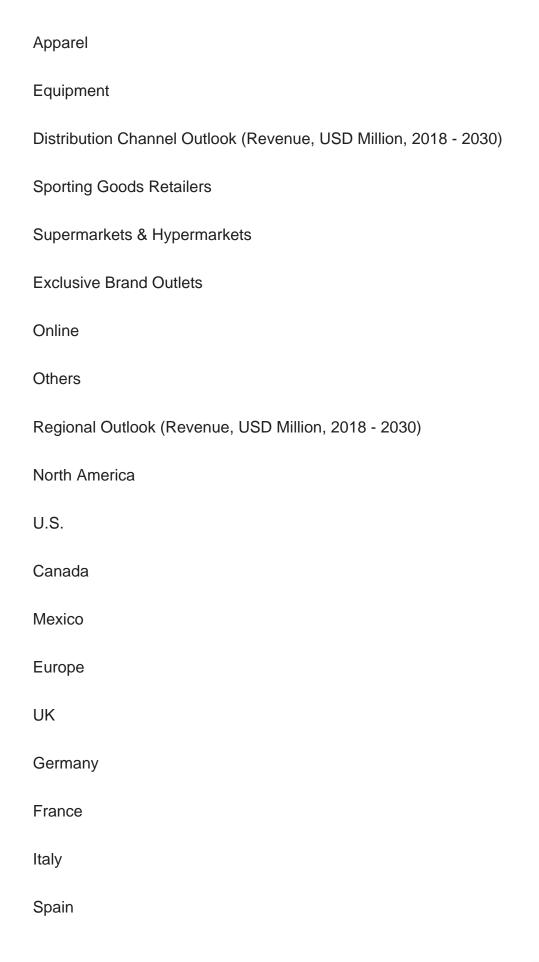
Additionally, swimwear is increasingly being seen as a fashion statement beyond the pool or beach. This trend is evident in the rise of athleisure and multifunctional designs that can transition from swim activities t%li%casual wear. Fashion-forward designs, vibrant patterns, and bold colors are becoming more common, appealing t%li%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 subsegments from 2018 t%li%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)







Asia Pacific	
China	
Japan	
India	
Australia & New Zealand	
Central & South America	
Brazil	
Middle East & Africa	
South Africa	



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