

# **U.S. UPF Sun Protective Clothing Market Size, Share & Trends Analysis Report By Product (Hats & Caps, Shirts, T-shirts, Jackets, & Hoodies, Pants & Shorts), By End-use, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **U.S. UPF Sun Protective Clothing Market Growth & Trends**

The U.S. UPF sun protective clothing market size is expected to reach USD 1.27 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to expand at a CAGR of 8.2% from 2022 to 2030. The rising occurrence of chronic illnesses like skin cancer is a significant factor predicted to increase the adoption of ultraviolet protection factor (UPF) sun protective gear, which in turn is expected to fuel the market growth.

Skin damage due to overexposure to the sun and premature skin aging in the female population are some of the factors anticipated to assist market growth during the projected timeframe. In addition, melanoma cancer is the 19th most prevalent malignancy in the general population. As a result of growing awareness about sunburns and skin cancer, the market is expected to rise at a faster rate in the coming years.

The UPF sun protective clothing products are widely available for men, women, as well as kids, including girls, boys & toddlers. The increasing awareness about the adverse effects of sun exposure coupled with the availability of various sun protective apparel is likely to propel the product market in the U.S. over the forecast period.

The increasing prevalence of skin cancer coupled with changing lifestyles among adults

& children is expected to augment the growth of the UPF sun protective clothing market in the U.S. Moreover, rising consumer preference for stylish clothing with enhanced comfort and performance is propelling UPF sun-protective clothing manufacturers to invest heavily in R&D for optimum product offerings.

Manufacturers of UPF sun protective clothing adopt several strategies including acquisitions, mergers, joint ventures, new product developments, and geographical expansions to enhance their market penetration and cater to the changing technological demand for equipment from various end-use areas such as men, women, and kids.

### U.S. UPF Sun Protective Clothing Market Report Highlights

The shirts, t-shirts, jackets, and hoodies product segment led the market and accounted for a revenue share of 44.7% in 2021 owing to the high coverage and protection for the torso from harmful sun rays these products offer

The hats and caps product segment accounted for 11.1% of the revenue share in 2021. These products are available in various types, such as wide-brim hats, visors, and everyday hats, and in a wide range of sizes, colors, and design specifications. This factor is likely to propel the product demand in the U.S.

Women are the leading end-users segment, which accounted for 45.1% of the revenue share in 2021. Self-consciousness about physical appearance and the importance of self-care routine in recent years is significantly contributing to the growth

The market is projected to witness rapid growth in the U.S., as people become more conscious of skin disorders such as wrinkles and malignant melanoma, which is anticipated to propel the demand

Cabana Life announced a partnership with Talbots in February 2020, which would assist the brand to disseminate sun-safe messages and broaden the reach of attractive UPF solutions

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Research Methodology
- 1.4. Research Scope and Assumptions
- 1.5. Information Procurement
  - 1.5.1. Purchased database
  - 1.5.2. GVR's Internal Database
  - 1.5.3. Secondary Sources
  - 1.5.4. Third-Party Perspective
  - 1.5.5. Primary Research
- 1.6. Information Analysis
  - 1.6.1. Data Analysis Models
- 1.7. Market Formulation and Data Visualization
- 1.8. Data Validation and Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Insights
- 2.2. Market Snapshot
- 2.3. Segmental Outlook

### CHAPTER 3. MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Segmentation & Scope
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
- 3.4. Technology Overview
- 3.5. Regulatory Framework
- 3.6. Market Dynamics
  - 3.6.1. Market Driver Analysis
  - 3.6.2. Market Restraint Analysis
- 3.7. Business Environmental Tools Analysis: U.S. UPF Sun Protective Clothing Market
  - 3.7.1. Porter's Five Forces Analysis
    - 3.7.1.1. Bargaining Power of Suppliers
    - 3.7.1.2. Bargaining Power of Buyers

- 3.7.1.3. Threat of Substitution
- 3.7.1.4. Threat of New Entrants
- 3.7.1.5. Competitive Rivalry
- 3.7.2. PESTEL Analysis
  - 3.7.2.1. Political Landscape
  - 3.7.2.2. Economic Landscape
  - 3.7.2.3. Social Landscape
  - 3.7.2.4. Technology Landscape
  - 3.7.2.5. Environmental Landscape
  - 3.7.2.6. Legal Landscape
- 3.8. COVID-19 Impact Analysis

## **CHAPTER 4. U.S. UPF SUN PROTECTIVE CLOTHING MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 4.1. U.S. UPF Sun Protective Clothing Market: Product Movement Analysis, 2020 & 2030
- 4.2. Hats & Caps
  - 4.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 4.3. Shirts, T-shirts, Jackets, & Hoodies
  - 4.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 4.4. Pants & Shorts
  - 4.4.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 4.5. Swimwear
  - 4.5.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 4.6. Others
  - 4.6.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

## **CHAPTER 5. U.S. UPF SUN PROTECTIVE CLOTHING MARKET: END-USE ESTIMATES & TREND ANALYSIS**

- 5.1. U.S. UPF Sun Protective Clothing Market: End-use Movement Analysis, 2019 & 2027
- 5.2. Men
  - 5.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 5.3. Women
  - 5.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 5.4. Kids
  - 5.4.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

## **CHAPTER 6. COMPETITIVE LANDSCAPE**

- 6.1. Key Global Players & Recent Developments & Their Impact on the Industry
- 6.2. Key Company Categorization
- 6.3. Vendor Landscape
  - 6.3.1. List of key distributors and channel partners
  - 6.3.2. Key company market share analysis, 2019
- 6.4. Company Market Position Analysis
- 6.5. Company Dashboard Analysis
- 6.6. Private Companies
  - 6.6.1. List of key emerging companies and their geographic presence

## **CHAPTER 7. COMPANY PROFILES**

- 7.1. Coolibar Sun Protective Clothing
  - 7.1.1. Company Overview
  - 7.1.2. Financial Performance
  - 7.1.3. Product Benchmarking
  - 7.1.4. Strategic Initiatives
- 7.2. Summerskin
  - 7.2.1. Company Overview
  - 7.2.2. Financial Performance
  - 7.2.3. Product Benchmarking
  - 7.2.4. Strategic Initiatives
- 7.3. Solumbra
  - 7.3.1. Company Overview
  - 7.3.2. Financial Performance
  - 7.3.3. Product Benchmarking
  - 7.3.4. Strategic Initiatives
- 7.4. UV Skinz, Inc.
  - 7.4.1. Company Overview
  - 7.4.2. Financial Performance
  - 7.4.3. Product Benchmarking
  - 7.4.4. Strategic Initiatives
- 7.5. Solbari Sun Protection
  - 7.5.1. Company Overview
  - 7.5.2. Financial Performance
  - 7.5.3. Product Benchmarking

- 7.5.4. Strategic Initiatives
- 7.6. Cabana Life
  - 7.6.1. Company Overview
  - 7.6.2. Financial Performance
  - 7.6.3. Product Benchmarking
  - 7.6.4. Strategic Initiatives
- 7.7. Columbia Sportswear Company
  - 7.7.1. Company Overview
  - 7.7.2. Financial Performance
  - 7.7.3. Product Benchmarking
- 7.8. Little Leaves Clothing Company
  - 7.8.1. Company Overview
  - 7.8.2. Financial Performance
  - 7.8.3. Product Benchmarking
  - 7.8.4. Strategic Initiatives
- 7.9. IBKUL
  - 7.9.1. Company Overview
  - 7.9.2. Financial Performance
  - 7.9.3. Product Benchmarking
  - 7.9.4. Strategic Initiatives
- 7.10. Nozone Clothing US
  - 7.10.1. Company Overview
  - 7.10.2. Financial Performance
  - 7.10.3. Product Benchmarking
  - 7.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1 U.S. UPF Sun protective hats & caps market estimates and forecasts, 2017 - 2030 (USD Million)

Table 2 U.S. UPF Sun protective shirts, t-shirts, jackets, & hoodies market estimates and forecasts, 2017 - 2030 (USD Million)

Table 3 U.S. UPF Sun protective pants & shorts market estimates and forecasts, 2017 - 2030 (USD Million)

Table 4 U.S. UPF Sun protective swimwear market estimates and forecasts, 2017 - 2030 (USD Million)

Table 5 Others sun-protective clothing market estimates and forecasts, 2017 - 2030 (USD Million)

Table 6 U.S. UPF sun protective clothing market estimates and forecasts, for men, 2017 - 2030 (USD Million)

Table 7 U.S. UPF sun protective clothing market estimates and forecasts, for women, 2017 - 2030 (USD Million)

Table 8 U.S. UPF sun protective clothing market estimates and forecasts, for kids, 2017 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Information Procurement
- Fig. 2 Primary Research Pattern
- Fig. 3 Primary Research Process
- Fig. 4 Market Research Approaches - Bottom-Up Approach
- Fig. 5 Market Research Approaches - Top-Down Approach
- Fig. 6 Market Research Approaches - Combined Approach
- Fig. 7 Market Outlook
- Fig. 8 Segmental Outlook
- Fig. 9 Competitive Insights
- Fig. 10 Market Segmentation & Scope
- Fig. 11 Value Chain Analysis
- Fig. 12 Market Driver Analysis
- Fig. 13 Market Restraint Analysis
- Fig. 14 Market Opportunity Analysis
- Fig. 15 Market Challenges Analysis
- Fig. 16 U.S. UPF Sun Protective Clothing MarketMarket: Product Movement Analysis, 2021 & 2030
- Fig. 17 U.S. UPF Sun Protective Clothing: End-Use Movement Analysis, 2021 & 2030
- Fig. 18 Key Company/Competition Categorization
- Fig. 19 Competitive Dashboard Analysis
- Fig. 20 Company Market Position Analysis



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