

Waterproof Breathable Textiles Market Size, Share & Trends Analysis Report By Raw Material (ePTFE, Polyurethane, Polyester), By Fabric, By Application, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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The global waterproof breathable textiles market size is expected to reach USD 2.7 billion by 2027, expanding at a revenue-based CAGR of 5.7%, according to a new report by Grand View Research, Inc. Increasing demand for comfortable and high-performance apparel that provides protection from environmental factors such as wind and rain is expected to propel market growth over the forecast period.

Waterproof breathable textiles are lightweight, durable, and easy to dry and care, which makes them ideal for outdoor activities. Increasing participation in activities such as camping, fishing, hiking, hunting, kayaking, and boating is expected to propel the demand for protective clothing and accessories such as raincoats, windbreakers, tents, footwear, thereby impacting the industry positively.

Technological advancements in the textile industry to produce apparel using biomimetic and smart breathable fabrics are expected to contribute to market growth. Additionally, the technological advancements in the areas of cost-effective manufacturing of waterproof breathable textiles are expected to boost the demand for these products.

Major industry participants are making considerable investments in the development of eco-friendly products to cater to the rising preference for sustainable apparel. Furthermore, rapid changes in consumer preferences in terms of fashion trends are nudging the manufacturers to strengthen their merchandising capabilities.

Further key findings from the report suggest:

In 2019, the polyurethane segment accounted for 41.3% of the market in terms of volume, on account of its durability, versatility, and low-cost properties, which makes it suitable for manufacturing cost-effective waterproof breathable textiles

The general clothing and accessories segment is projected to witness a revenue-based CAGR of 5.5% over the forecast period owing to rising demand for the clothing products with lightweight, high strength, waterproof, and insulating properties

The membranes segment held a 74.1% share of fabric segment in terms of volume in 2019, on account of its superior vapor permeability and waterproofing properties thereby making it suitable for application in manufacturing of lightweight waterproof apparels

Burgeoning consumption for the sports apparels coupled with anticipated rise in demand for winterwear and protective footwear are expected to propel the growth of the market in U.S. at a CAGR of 6.6% over the forecast period

Considerable improvements in the production technologies such as production of extremely thin membranes, membrane incorporation method, and coating techniques are having a significant impact on waterproof breathable textiles market growth

Leading manufacturers are collaborating with specialists in the fields of biochemistry, chemistry, material research, and graphic design to improve the properties and functionalities of the products.

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