

Workwear Market Size, Share & Trends Analysis Report By Demography (Men, Women), By Product (Work Apparel, Work Footwear), By Application (Construction, Chemical, Food And Beverage, Biological/Healthcare), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Workwear Market Growth & Trends

The global workwear market size is expected to reach USD 24.05 billion by 2030, registering a CAGR of 4.5% from 2024 to 2030, according to a new report by Grand View Research, Inc. Accidents and injuries are common occurrences at the work place and can have a significant impact on the physical, mental, and financial well-being of workers and their families. This has fueled the need for appropriate workwear, such as apparel, footwear, and other protective gear.

According to estimates by the National Safety Council-a leading American nonprofit safety advocate, there was a 5% increase in preventable work-related deaths in the U.S. in 2022, reaching a total of 4,695. The construction sector recorded the highest number of preventable fatal injuries that year, followed by transportation and warehousing. Agriculture, forestry, fishing, and hunting had the highest fatality rates per 100,000 workers, with mining following closely behind. This has resulted in an increased emphasis on workwear.

The integration of high-quality and advanced materials is driving market growth.

Improving visibility on construction or mining sites is crucial to prevent accidents. High-visibility fabrics provide enhanced visibility even in low-light situations. These fabrics incorporate reflective elements, making workers more visible and thus reducing the likelihood of accidents. Similarly, antimicrobial fabrics are increasingly preferred in environments where hygiene is critical, like hospitals and laboratories. Workwear is treated with antimicrobial agents that help inhibit bacterial growth, mitigate infection risks, promote a sterile and germ-free workplace, and uphold proper hygiene standards.

Workwear apparel dominated the global market in 2023. Corporate responsibility and a desire to uphold a positive brand image are compelling companies to prioritize the provision of quality workwear, recognizing it as a reflection of their commitment to employee well-being. Evolving workforce demographics, including a more diverse range of body types and preferences, necessitate broader workwear options, pushing manufacturers to innovate in terms of style, size, and functionality. Globalization and labor mobility drive the need for work apparel that meets international safety standards, ensuring protection across diverse working conditions and regulatory environments.

Workwear for the biological/healthcare sectors accounted for the largest market share. Healthcare facilities are increasingly investing in tailored solutions that address the unique requirements of different departments and roles. For instance, surgical scrubs with specialized pockets and ergonomic designs optimize functionality and convenience for surgeons and operating room staff. Similarly, lab coats and uniforms can be customized with color-coded accents to denote different healthcare professions or departments, streamlining workflow and emphasizing professional identity.

Workwear Market Report Highlights

Work footwear is anticipated to grow at a CAGR of 5.2% over the forecast period. Increasing emphasis on the adoption of appropriate footwear to prevent accidents and hazards is driving segment growth.

Workwear for women is expected to grow at a CAGR of 4.8% from 2024 to 2030. There has been a growing availability of workwear that meets women's unique body types and safety standards, while also ensuring functionality and comfort.

Workwear for biological applications is expected to grow at a CAGR of 5.4% from 2024 to 2030. Increasing advancements in textile technology have led to

the development of innovative fabrics and materials specifically engineered for biological environments.

Asia Pacific is expected to grow at a CAGR of 5.4% from 2024 to 2030. Growing awareness of workplace safety standards and regulations across Asia Pacific has enhanced the adoption of safety apparel to prevent accidents.

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