

# Workwear Market Size, Share & Trends Analysis Report By Product (Apparel, Footwear), By Application (Chemical, Power, Biological), By Demography (Men, Women), By Region, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Workwear Market Growth & Trends

The global workwear market size is expected to reach USD 27.36 billion by 2030, registering a CAGR of 5.6% over the forecast period, according to a new report by Grand View Research, Inc. The rising safety concerns in industries coupled with the rising incidences of work-related deaths have been creating a high demand for workwear around the world. Over the past few years, numerous companies in the market have been offering workwear with advanced fabric technology and enhanced features, such as lightweight and versatility, which can be used for different work environments. For instance, Scruffs, a U.K.-based apparel supplier, provides softshell jackets made with 100% polyester. This product is waterproof, fully wind-resistant, and enables high mobility.

Mascot International Ltd., another U.K.-based workwear manufacturer, offers safety shoes and boots that are lightweight and have shock-absorbing soles. It has been observed that leading companies are incorporating advanced technologies, such as the Internet of Things (IoT), in workwear to offer features like asset tracking systems. For instance, a microcontroller chip fitted inside an IoT-incorporated wearable can help collect real-time data about the posture, toxic gas exposure, motion, breathing, and heart rate of the workers, and this information is accessible and visible to the person in

charge. This technology enables organizations to ensure workers' safety by effectively supervising their health conditions. Eniday, an Italy-based company, manufactures workwear with IoT features.

The apparel product segment dominated the global market in 2021 and accounted for the largest share of the global revenue. Growing participation and the inclination of people toward job opportunities are among the major factors driving the growth of the market. Moreover, the easy availability of durable, comfortable as well as customized products is expected to boost the demand for apparel in the coming years. The protective apparel sub-segment is poised to witness exponential growth, particularly generating huge demand from the medical & healthcare industry. Workwear for biological application holds immense potential and has offered lucrative growth opportunities on account of the COVID-19 pandemic giving further push to the segment.

In the biological industry, workwear is used in microbiological laboratories, sewage work, waste treatment, biotechnological production, etc. Thus, the segment is projected to grow at the fastest CAGR during the forecast period. The market is highly fragmented with a major share occupied by a few firms like 3M, Carhartt Inc., Honeywell International Inc., and Kimberly Clark Corp. Key players operating in the market are implementing strategic initiatives, such as product launch, acquisition, and venturing to strengthen their market positions. These strategies also help in increasing their geographical reach, cutting down competition, and gaining additional share in the market. For strategic and financial buyers alike, the most attractive M&A targets will have strong leadership including a deep bench of rising, future leaders.

### Workwear Market Report Highlights

The footwear segment is anticipated to grow at the fastest rate over the forecast period. Increasing cases of accidents at workplaces have been boosting the demand for protective shoes across various industries

The improving women to men ratio in the global workforce market, coupled with the increasing participation of women in the corporate sector, is expected to drive the demand for women workwear

In addition, a rising number of women pursuing higher education worldwide is expected to increase their involvement in the labor force. This, in turn, is likely to positively impact the market for women's workwear

Asia Pacific is set out to surpass the regional market growth in the years to come. The growing job opportunities in this region are expected to spur the demand for workwear clothing

In addition, the massive growth of the e-commerce industry in this region has increased the availability of a variety of workwear products, thereby supporting market growth

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