

# Headwear Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global headwear market size reached US\$ 20.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 29.4 Billion by 2028, exhibiting a growth rate (CAGR) of 5.89% during 2023-2028.

Headwear refers to any element of clothing or protective gear that is used for covering the head. Hats, caps, beanies, headbands, and helmets are some commonly used headwear. They are manufactured using durable and versatile materials, such as wool, cotton, silk, fur, nylon, polyester fleece, and Kevlar. Headwear is widely used for outdoor activities, such as biking, motorcycling, running, hiking, fishing, hunting, skiing, and snowboarding. It protects the face and head from sunburn, reduces the risk of skin cancer, aids in regulating body temperature, and prevents severe head injuries. Headwear also provides comfort and warmth in cold conditions and prevents heat loss.

### Headwear Market Trends:

The increasing product utilization in sports and allied activities, coupled with emerging athleisure trends, is one of the key factors driving the market growth. Headwear, such as caps, helmets, and beanies, are widely used in baseball, polo, cricket, skiing, and snowboarding to boost field performance, enhance comfort, and provide safety. Furthermore, the thriving fashion industry and widespread product adoption as a style statement that balances the outfit, gives glamorous touch, and boosts confidence is providing a considerable boost to the market growth. In line with this, emerging trends of product customization to match apparel, support sports teams, raise funds for a cause, and promote brands are acting as another growth-inducing factor. Additionally, the

introduction of smart helmets that are equipped with Bluetooth connectivity, sensors, audio navigation, camera, and voice command to enhance the riding experience and provide additional protection is creating a positive outlook for the market. Moreover, the increasing product utilization by special forces, military, police, and firefighters as part of their protective equipment is providing an impetus to the market growth. Other factors, including the rising adoption of sustainable manufacturing practices, easy product availability across e-commerce platforms, and increasing product utilization by doctors and medical staff, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global headwear market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, application and distribution channel.

#### Breakup by Product Type:

Beanies

Headbands

Caps and Hats

Helmets

Others

#### Breakup by Application:

Casual

Medical

Tactical

Others

**Breakup by Distribution Channel:**

Online Stores

Offline Stores

**Breakup by Region:**

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, Boardriders, New Balance Inc., New Era Cap Company, Nike Inc., Piplaki, Superdry plc, The Gap Inc., Topgolf Callaway Brands Corp. and Under Armour Inc.

Key Questions Answered in This Report

1. What was the size of the global headwear market in 2022?
2. What is the expected growth rate of the global headwear market during 2023-2028?
3. What are the key factors driving the global headwear market?
4. What has been the impact of COVID-19 on the global headwear market?
5. What is the breakup of the global headwear market based on product type?
6. What is the breakup of the global headwear market based on the distribution channel?

7. What are the key regions in the global headwear market?

8. Who are the key players/companies in the global headwear market?

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