

Swimwear Market by Fabric Type (Polyester, Nylon, Neoprene, Spandex), Distribution Channel (Online, Offline), End user (Women, Men, Children), and Region 2023-2028

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Abstracts

Market Overview:

The global swimwear market size reached US\$ 16.72 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21.73 Billion by 2028, exhibiting a growth rate (CAGR) of 4.60% during 2023-2028. The growing popularity of swimming, beach vacations, water sports, and fitness activities, expanding tourism industry, rapid product innovations, changing fashion trends, and rising expenditure capacities of consumers represent some of the key factors driving the market.

Swimwear, or swimsuits, refers to clothing worn while swimming or engaging in water-based activities. It is typically made from materials, such as nylon, neoprene, spandex, lycra, and polyester, that are lightweight, quick-drying, and resistant to water damage. They are commonly available in various styles and designs to suit different preferences and body types. Swimwear is widely available in designs, such as one-piece swimsuits, bikinis, tankinis, swim shorts, and trunks. It is used for swimming, beach activities, spas, fitness and aquatic exercise, and water sports, including surfing, paddleboarding, snorkeling, water skiing, jet skiing, or kayaking. Besides this, swimwear also offers several benefits, such as freedom of movement and enhanced comfort, functionality, support, safety, hygiene, and performance during water-based activities.

Swimwear Market Trends:

The growing popularity of swimming, beach vacations, water sports, and fitness activities like aqua aerobics is one of the key factors propelling the market growth. In

line with this, the widespread product utilization among masses engaging in regular exercise and fitness activities, such as swimming laps, water aerobics, and triathlons, owing to the rising health consciousness, is acting as another growth-inducing factor. Moreover, the evolving fashion trends and changing consumer preferences for stylish swimwear are favoring the market growth. Apart from this, manufacturers and key players are focusing on the launch of sustainable and eco-friendly swimwear options made from recycled materials or using sustainable production practices, which in turn is providing an impetus to the market growth. Additionally, the significant growth in the tourism industry and increasing travel to beach destinations and resorts are facilitating the product demand. Furthermore, the easy product availability across e-commerce platforms with a wide range of options available online, where consumers can easily browse and purchase swimwear from the comfort of their homes, is positively influencing the market growth. Other factors, including increasing social media and influencer marketing, rising expenditure capacities of consumers, and the launch of advanced products with the incorporation of additional features such as ultraviolet (UV) protection, chlorine resistance, and shape retention technologies into fabrics, are presenting remunerative growth opportunities for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global swimwear market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on fabric type, distribution channel, and end user.

Fabric Type Insights:

Polyester

Nylon

Neoprene

Spandex

The report has provided a detailed breakup and analysis of the swimwear market based on the fabric type. This includes polyester, nylon, neoprene, and spandex. According to the report, polyester represented the largest segment.

Distribution Channel Insights:

Online

Offline

A detailed breakup and analysis of the swimwear market based on the distribution channel has also been provided in the report. This includes online and offline. According to the report, online accounted for the largest market share.

End user Insights:

Women

Men

Children

The report has provided a detailed breakup and analysis of the swimwear market based on the end user. This includes women, men, and children. According to the report, women represented the largest segment.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others) and the Middle East and Africa. According to the report, Asia Pacific was the largest market for swimwear. Some of the factors driving the Asia Pacific swimwear market included rapid technological advancements, evolving fashion industry, and rising expenditure capacities of consumers.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global swimwear market. Detailed profiles of all major companies have been provided. Some of the companies covered include Adidas AG, Arena S.p.A., Dick's Sporting Goods Inc, Dolfin Swimwear, Fendi (LVMH Mo?t Hennessy Louis Vuitton), Gap Inc., Gottex Swimwear, Hennes & Mauritz AB, Nike Inc., Pentland Group PLC, Puma SE, Swimwear Anywhere Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global swimwear market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global swimwear market?

What is the impact of each driver, restraint, and opportunity on the global swimwear market?

What are the key regional markets?

Which countries represent the most attractive swimwear market?

What is the breakup of the market based on the fabric type?

Which is the most attractive fabric type in the swimwear market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the swimwear market?

What is the breakup of the market based on the end user?

Which is the most attractive end user in the swimwear market?

What is the competitive structure of the global swimwear market?

Who are the key players/companies in the global swimwear market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL SWIMWEAR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY FABRIC TYPE

- 6.1 Polyester
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Nylon
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Neoprene

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Spandex
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Online
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Offline
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY END USER

- 8.1 Women
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Men
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Children
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends

- 9.2.1.2 Market Forecast
- 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Adidas AG
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 Arena S.p.A.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Dick's Sporting Goods Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Dolfin Swimwear
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 Fendi (LVMH Mo?t Hennesy Louis Vuitton)
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 Gap Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 Gottex Swimwear
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.8 Hennes & Mauritz AB
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.9 Nike Inc.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis

- 14.3.10 Pentland Group PLC
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Puma SE
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials
 - 14.3.11.4 SWOT Analysis
- 14.3.12 Swimwear Anywhere Inc.
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Swimwear Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Swimwear Market Forecast: Breakup by Fabric Type (in Million US\$), 2023-2028

Table 3: Global: Swimwear Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Swimwear Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 5: Global: Swimwear Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Swimwear Market: Competitive Structure

Table 7: Global: Swimwear Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Swimwear Market: Major Drivers and Challenges

Figure 2: Global: Swimwear Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Swimwear Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Swimwear Market: Breakup by Fabric Type (in %), 2022

Figure 5: Global: Swimwear Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Swimwear Market: Breakup by End User (in %), 2022

Figure 7: Global: Swimwear Market: Breakup by Region (in %), 2022

Figure 8: Global: Swimwear (Polyester) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Swimwear (Polyester) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Swimwear (Nylon) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Swimwear (Nylon) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Swimwear (Neoprene) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Swimwear (Neoprene) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Swimwear (Spandex) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Swimwear (Spandex) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Swimwear (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Swimwear (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Swimwear (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Swimwear (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Swimwear (Women) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Swimwear (Women) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Swimwear (Men) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Swimwear (Men) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Swimwear (Children) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Swimwear (Children) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: North America: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: North America: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: United States: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: United States: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Canada: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Canada: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Asia-Pacific: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Asia-Pacific: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: China: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: China: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Japan: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Japan: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: India: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: India: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: South Korea: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: South Korea: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Australia: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Australia: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Indonesia: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Indonesia: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Others: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Others: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Europe: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Europe: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Germany: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Germany: Swimwear Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 52: France: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: France: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: United Kingdom: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: United Kingdom: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Italy: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Italy: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Spain: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Spain: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Russia: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Russia: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Others: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Others: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Latin America: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Latin America: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Brazil: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Brazil: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Mexico: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Mexico: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Others: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Others: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Middle East and Africa: Swimwear Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Middle East and Africa: Swimwear Market: Breakup by Country (in %), 2022

Figure 74: Middle East and Africa: Swimwear Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Global: Swimwear Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Swimwear Industry: Value Chain Analysis

Figure 77: Global: Swimwear Industry: Porter's Five Forces Analysis

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