

North America Swimwear Market (2019 - 2025)

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Abstracts

The North America Swimwear Market would witness market growth of 4.9% CAGR during the forecast period (2019 – 2025).

Rising tourism and growing popularity of swimming are likely to drive the swimwear market growth across the globe. Increasing product innovation, for example, incorporation of fabrics such as neoprene, which inhibits properties such as high thermal insulation, enhanced flexibility, adequate surface friction, and lightweight are changing the market dynamics from last few years. Consumers are being attracted towards multifunctional cover-up swimwear and beachwear which is likely to support the swimwear market growth. The increasing influence of social media platforms such as Facebook and Instagram is likely to create a huge impact on sales of swimwear products. For example, for small market players, online sales have become one of the fastest-growing segments in retail, and the photo-sharing platform such as Instagram provides users with a casual forum to display their swimwear products.

Based on End User, the market is segmented into Women, Men and Children. Based on Distribution Channel, the market is segmented into Offline and Online. Further, based on Fabric used, the Swimwear market is segmented into Polyester, Nylon, Neoprene, Polypropylene, Spandex, Cotton and Other. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Haddow Group Plc., NIKE, Inc., Arena Italia S.p.A., Swimwear Anywhere, Inc., Adidas AG, DICK'S Sporting Goods, Inc., The Gap Inc., PVH Corp., Gottex Models Ltd., and Seafolly Pty. Limited.

Scope of the Study

Market Segmentation:

By End User

Women

Men

Children

By Distribution Channel

Offline

Online

By Fabric

Polyester

Nylon

Neoprene

Polypropylene

Spandex

Cotton

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Haddow Group Plc.

NIKE, Inc.

Arena Italia S.p.A.

Swimwear Anywhere, Inc.

Adidas AG

DICK'S Sporting Goods, Inc.

The Gap Inc.

PVH Corp.

Gottex Models Ltd.

Seafolly Pty. Limited

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