

Smart Clothing Market - Forecasts from 2019 to 2024

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Abstracts

The smart clothing market is projected to grow at a CAGR of 32.18% during the forecast period, reaching a total market size of US\$840.151 million in 2024 from US\$157.501 million in 2018. Smart clothes, also referred to as smart textiles and e-textiles, are clothing items that use technology to add features and functions beyond that of the traditional use. Technologists are using a combination of sensors, machine learning, and big data analysis to provide consumers more data about their bodies and lives than ever before. The growth of the market has been substantiated due to the rising demand for the product by professional athletes and sports teams for preventing injuries and rapid urbanization. The smart clothing is growing in the sport and health sector and is being increasingly implemented in everyday objects due to growing awareness for fitness coupled with the demand for monitoring body activities. It represents the next generation of clothes with value-added functionality like tracking an individual's biometrics, response to environmental changes, and more. These clothes unlike other smart wearables (smartwatches) do not require charging. Thus, companies are shifting their focus towards developing smart clothes instead of focusing only on smartwatches and smart bands. Similarly, the increasing investment in military & defense helps in providing wound detection, protection against injuries and health and stress monitoring. However, high-cost, lack of awareness among various segments of the population, and the threat to data privacy are the various challenges faced by the market which is hindering the growth.

The Smart Clothing Market – Forecasts from 2019 to 2024 is an exhaustive study of this niche technology market which aims to present the key market trends through various chapters focusing on different aspects of the market. The study provides a detailed market overview through the market dynamics sections which detail key market, drivers, restraints, and opportunities in the current market. The report analyzes key opportunity regional markets, and the current technology penetration through lifecycle analysis. The report also analyzes the market through comprehensive market segmentation by

product type, application, and geography.

The smart clothing market has been segmented based on product type, application, and geography. Based on product type the market has been segmented into t-shirts, pants, shoes, and others. By application, the market has been classified into sports & fitness, healthcare, and military & defense.

Regional analysis has been provided with detailed analysis and forecast for the period 2018 to 2024. The global market has been broken down into North America, South America, Europe, Middle East and Africa, and the Asia Pacific regions. The report also analyzes 15 countries across these regions with thorough analysis and forecast along with prevailing market trends and opportunities which each of these countries present for the manufacturers.

Major players in the smart clothing market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last year. The company profiles section details the business overview, financial performance for the past three years, key products and services being offered along with the recent developments of these important players in the smart clothing market.

Segmentation:

By Product Type

T-Shirt

Pants

Shoes

Others

By Application

Sports & Fitness

Healthcare

Military & Defence

By Geography

North America

USA

Mexico

Canada

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Spain

Others

Middle East and Africa

Israel

Saudi Arabia

Others

Asia Pacific

China

Japan

South Korea

India

Others

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