

Global Kids' Swimwear Market Growth 2025-2031

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Abstracts

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The global Kids' Swimwear market size is predicted to grow from US\$ 20540 million in 2025 to US\$ 24690 million in 2031; it is expected to grow at a CAGR of 3.1% from 2025 to 2031.

Kids' swimwear refers to swimwear specifically designed for children between the ages of 0 to 14 years, focusing on comfort, safety, and functionality during water activities. Unlike adult swimwear, kids' swimwear emphasizes freedom of movement and safety, often incorporating UV protection and soft, comfortable materials to ensure a better swimming experience for children.

The product range for kids' swimwear is diverse, covering various age groups and water activities. Common types include one-piece swimsuits, bikinis, swim trunks, wetsuits, and floatation swimwear. One-piece swimsuits are usually designed to fit snugly to a child's body, providing better support and comfort, while bikinis are more suitable for older children, focusing on fashion and mobility. Swim trunks are popular among boys for their simplicity and ease of movement. Wetsuits are designed for colder water environments, offering better insulation, while floatation swimwear is equipped with buoyant features, helping children stay afloat and enhancing safety.

In recent years, kids' swimwear has also become more fashion-forward, with vibrant colors, patterns, and collaborations with cartoon and movie characters, making the products more appealing. Additionally, sustainability has become a growing trend in kids' swimwear design, with many brands using eco-friendly fabrics to minimize environmental impact.

Market Opportunities and Key Drivers: The growth of the kids' swimwear market is

driven by several factors. Firstly, the increase in global child populations and rising family incomes make parents more willing to invest in high-quality swimwear for their children. Secondly, the rising popularity of water sports and family activities, particularly during summer and holidays, has increased demand for kids' swimwear. As healthy lifestyle concepts gain traction, more families are focusing on outdoor activities for their children, such as swimming and beach vacations, contributing to market growth. Thirdly, the increasing awareness of environmental sustainability has led consumers to prefer eco-friendly kids' swimwear, promoting the use of sustainable fabrics.

Market Risks: The kids' swimwear market faces several risks. One major risk is seasonal demand fluctuations, with a surge in demand during the summer months, but relatively low demand in winter, which may cause instability in production and sales. Additionally, due to the fast growth rate of children, they outgrow their swimwear quickly, resulting in shorter product life cycles and reduced purchasing frequency. Furthermore, increasing market competition, especially between low-cost and premium brands, has created significant pricing pressures.

Market Concentration: The concentration of the kids' swimwear market is relatively low, with many small and local brands competing in a fragmented market. While international brands like Speedo and Zoggs hold a portion of the market share, numerous local and emerging brands are actively participating, particularly in emerging markets. With the growing diversity of brands and the segmentation of consumer needs, the market landscape has become more diverse.

Downstream Demand Trends: As family travel and vacation spending increase, downstream demand for kids' swimwear continues to rise. Parents are increasingly concerned about the comfort, safety, and style of children's swimwear, with an emphasis on product quality and brand reputation. The trends of sustainability and environmental consciousness also impact consumer choices, with more parents preferring eco-friendly swimwear for their children.

Latest Technologies: In terms of technological innovation, many kids' swimwear brands are using advanced fabric technologies, such as UV-resistant fabrics, quick-dry materials, and elastic fibers, which enhance comfort and protect children from the sun. Some brands have also adopted 3D design technology, offering customized swimwear options to meet personalized needs. The application of digital and smart technologies in kids' swimwear is gradually advancing, and more intelligent swimwear products may emerge in the future.

LP Information, Inc. (LPI) ' newest research report, the “Kids' Swimwear Industry Forecast” looks at past sales and reviews total world Kids' Swimwear sales in 2024, providing a comprehensive analysis by region and market sector of projected Kids' Swimwear sales for 2025 through 2031. With Kids' Swimwear sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Kids' Swimwear industry.

This Insight Report provides a comprehensive analysis of the global Kids' Swimwear landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Kids' Swimwear portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Kids' Swimwear market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Kids' Swimwear and breaks down the forecast by Material, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Kids' Swimwear.

This report presents a comprehensive overview, market shares, and growth opportunities of Kids' Swimwear market by product type, application, key manufacturers and key regions and countries.

Segmentation by Material:

Boy Swimwear

Girl Swimwear

Segmentation by Application:

Online

Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Speedo

TYR

Arena

Cressi

Aqua Sphere

Zoggs

FINIS

SwimWays

Swimwear360

O'Neill

DECATHLON

YingFa

PEAK

ZOKE

XTEP

LI-NING

Anta

361°

Keep

Nike Swim

Adidas

H&M

Disney

Carter's

Key Questions Addressed in this Report

What is the 10-year outlook for the global Kids' Swimwear market?

What factors are driving Kids' Swimwear market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Kids' Swimwear market opportunities vary by end market size?

How does Kids' Swimwear break out by Material, by Application?

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