

Global Swimwear Market Growth 2026-2032

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Abstracts

The global Swimwear market size is predicted to grow from US\$ 7337 million in 2025 to US\$ 10468 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Swimwear refers to a category of functional garments specifically designed for swimming, training, competition, beach holidays, and a wide range of poolside or shallow-water activities. The product scope mainly includes women's one-piece swimsuits, bikinis and two-piece sets, men's briefs, trunks and close-fitting competitive styles, as well as children's swimwear, while excluding accessories such as goggles, caps, towels, flotation aids and wetsuits. Structurally, swimwear is typically composed of elastic outer fabrics, lining materials, waistband or support components, and stitched or heat-bonded construction zones. The mainstream material system is based on polyester, nylon and spandex, with key performance requirements centered on stretch recovery, chlorine resistance, quick drying, color retention, body support and a degree of UV protection. Commercial production is heavily concentrated in China, while Sri Lanka, Turkey, Indonesia, Tunisia and Italy also hold important positions in selected product segments. By end use, the market is broadly divided into competitive and training swimwear, everyday fitness swimwear, and beach and resort swimwear, with the first category emphasizing durability and compression support and the latter focusing more on comfort, styling and fashion appeal.

In 2025, global swimwear production reached approximately 1.16 billion to 1.24 billion pieces, while the blended factory-gate price on an FOB basis was about USD 6.1 to USD 6.7 per piece.

The global swimwear market is moving into a phase of steady expansion driven by both broader usage occasions and ongoing performance upgrading. International tourism recovered to pre-pandemic levels in 2024 and continued to set new post-pandemic

highs in 2025, helping revive demand linked to beach holidays, cruises, hotel pools and leisure water activities. At the same time, swimming remains a broadly accessible sport supported by a global competition structure, club training systems and public pool infrastructure, which continues to underpin demand for training-oriented and performance-led swimwear. For brands and manufacturers, the most meaningful opportunity is no longer limited to volume growth alone, but increasingly lies in product mix upgrading through chlorine resistance, quick-dry performance, shaping support, UV protection and recycled material adoption, together with stronger replenishment cycles and clearer scenario-based segmentation.

Even so, the industry still carries the typical operating risks of apparel consumer goods. Demand remains highly seasonal, with the Northern Hemisphere spring and summer window exerting an outsized influence on annual sell-through and markdown control, which raises the importance of inventory timing, sourcing discipline and speed to market. Product homogenization also remains visible in the mass segment, where price competition is intense, while the adoption of recycled fibers, more durable elastomer systems and more sophisticated support construction improves product value but also raises development, sampling, certification and supply chain coordination costs. Over the next several years, downstream demand is likely to keep polarizing between high-performance products for frequent training and competition and fashion-led products tied to travel, social visibility and lifestyle consumption. Companies that can combine performance, design, sustainability positioning and fast replenishment are likely to be the ones that gain share in the global swimwear market.

LP Information, Inc. (LPI) ' newest research report, the "Swimwear Industry Forecast" looks at past sales and reviews total world Swimwear sales in 2025, providing a comprehensive analysis by region and market sector of projected Swimwear sales for 2026 through 2032. With Swimwear sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Swimwear industry.

This Insight Report provides a comprehensive analysis of the global 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 Swimwear portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Swimwear market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Swimwear and breaks down the forecast by Type, 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 Swimwear.

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

Segmentation by Type:

One-Piece Swimsuit

Bikini

Two-Piece Swimsuit (excluding Bikini)

Others

Segmentation by Distribution Channel:

Online Retail

Offline Retail

Segmentation by Material Type:

Polyester

Nylon (Polyamide)

Spandex (Elastane/Lycra)

Others

Segmentation by Sun Protection Rating:

UPF Below 25

UPF 25 to 49

UPF 50 Plus

Segmentation by Application:

Women

Men

Kids

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.

Pentland Brands Limited (UK)

Arena S.p.A. (IT)

Calzedonia S.p.A. (IT)

Decathlon SE (FR)

Adidas AG (DE)

TYR Sport, Inc. (US)

Elite Sportswear, L.P. (US)

Miracle Ventures, Inc. (US)

Nike, Inc. (US)

Mizuno Corporation (JP)

Footmark Corporation (JP)

Aimer Co., Ltd. (CN)

Embry Holdings Limited (HK)

Shanghai Zoke Garments Co., Ltd. (CN)

Dongguan Yingfa Industrial Co., Ltd. (CN)

Key Questions Addressed in this Report

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

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

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

How do Swimwear market opportunities vary by end market size?

How does Swimwear break out by Type, by Application?

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