

Global High Visibility Apparel Market Insights, Forecast to 2026

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Abstracts

High-Visibility apparel is defined as clothing with the purpose of making the wearer more visible. It falls in the category of Personal Protective Equipment (PPE) and will have an ANSI/ISEA label defining garment characteristics including manufacturer info as well as product designation and the corresponding ANSI/ISEA class standard. High-Visibility clothing increases conspicuity of workers that may be exposed to hazardous situations under both day and evening low-light conditions. Very bright colors are used in apparel designed to provide maximum conspicuity during daylight hours. The reflective material is added to apparel for workers in traffic and where other light sources reflect.

The origins of high-visibility apparel began in the 1930's. After decades of development, there are organizations in place to govern the clearly defined standards with which high-visibility (hi-vis) personal protective equipment (PPE) must comply—the ultimate purpose of which is worker safety. In high-traffic areas and those with low visibility (i.e., inclement weather), hi-vis clothing could mean the difference between life and death. In USA, high visibility apparel has become the standard matching clothing for road way workers, utility workers, police and airport personnel.

The USA sale of high visibility apparel increased from 11323 k units in 2011 to 13907 k units in 2015. In 2015, the global high visibility apparel market is led by USA. China and Europe are also the main market. Carhartt is the USA leader, holding 9.5% sale market share in 2015. In addition, Red Kap, Reflective Apparel Factory, Sportex Safety and ML Kishigo are also important participant in the US market. Moreover, we think the USA high visibility apparel sale market is estimated to be worth US\$370 million by the end of 2020.

High visibility apparel downstream is wide and recently high visibility apparel has acquired increasing significance in various fields of road construction and maintenance, police, utilities, airport personnel and others. Road construction and maintenance hold

nearly 42% of total downstream consumption of high-visibility apparel. Currently, some US manufacturers produce high visibility apparel in the United States plant. In addition, in order to reduce production costs, some US manufacturers shift manufacturing plant in developing countries. In addition to these, there are some manufacturers produce high visibility apparel by OEM. In the future, we believe that the modes of production of the latter will be the mainstream market.

With the development of Chinese manufacturer high visibility apparel production technology, their share in the global market is increasing, and competitiveness in the global market gradually increases. We believe that US imports from China will continue to increase.

USA market is expected to witness stable growth on account of rising applications, so in the next few years, high visibility apparel sale will show a trend of steady growth. In 2020 the sale of high visibility apparel is estimated to be 17546 k units. On product prices, the slow upwards trend in recent years will maintain in the future.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the High Visibility Apparel 3900 market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the High Visibility Apparel 3900 industry.

Based on our recent survey, we have several different scenarios about the High Visibility Apparel 3900 YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of High Visibility Apparel 3900 will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global High Visibility Apparel market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global High Visibility Apparel market in terms of both revenue and volume.

Players, stakeholders, and other participants in the global High Visibility Apparel market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on sales (volume), revenue and forecast by each application segment in terms of sales and revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Sales and Pricing Analyses

Readers are provided with deeper sales analysis and pricing analysis for the global High Visibility Apparel market. As part of sales analysis, the report offers accurate statistics and figures for sales and revenue by region, by each type segment for the period 2015-2026.

In the pricing analysis section of the report, readers are provided with validated statistics and figures for the price by players and price by region for the period 2015-2020 and price by each type segment for the period 2015-2020.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global High Visibility Apparel market, covering important regions, viz, North America, Europe, China and Japan. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, UAE, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of sales for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global High Visibility Apparel market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on sales by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global High Visibility Apparel market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global High Visibility Apparel market.

The following manufacturers are covered in this report:

Carhartt

Red Kap

Reflective Apparel Factory

Sportex Safety

Ergodyne

ML Kishigo

Honeywell

Lakeland

GSS Safety

Protective Industrial Products

National Safety Apparel

3A Safety Groups

Pyramex Safety Products

Portwest

Zhejiang Shunfa Reflective Clothing

Viking

High Visibility Apparel Breakdown Data by Type

Polyester High Visibility Apparel

Modacrylic High Visibility Apparel

FR Cotton High Visibility Apparel

Others

High Visibility Apparel Breakdown Data by Application

Road Construction and Maintenance

Police

Utilities

Airport Personnel

Others

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