

# **Swimwear Market Forecasts to 2032 – Global Analysis By Product Type (Women’s Swimwear, Men’s Swimwear, Kids’ Swimwear, Plus-size Swimwear and Other Product Categories), Distribution Channel, Material & Fabric Type and By Geography**

<https://marketpublishers.com/r/SEC6174D9435EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: SEC6174D9435EN

## **Abstracts**

According to Statistics MRC, the Global Swimwear Market is accounted for \$22.66 billion in 2025 and is expected to reach \$35.89 billion by 2032 growing at a CAGR of 6.79% during the forecast period. Swimwear refers to garments made for swimming, beach activities, and aquatic recreation. This includes various designs like bikinis, one-piece suits, swim trunks, and protective rash guards, accommodating diverse body shapes and fashion tastes. Contemporary swimwear combines style with functionality, featuring materials that dry quickly, provide UV protection, and stretch for comfort. It also serves as a fashion expression, showcasing trendy colors, prints, and designs. Demand for swimwear is rising globally, fueled by growth in beach tourism, recreational travel, and participation in water sports, making it an essential segment in both fashion and sportswear industries.

According to World Aquatics, swimming continues to be one of the most widely participated Olympic sports globally, with 35 medal events slated for Paris 2024. This breadth of competition—from freestyle to medley relays—drives consistent demand for specialized swimwear across training, amateur, and elite levels.

Market Dynamics:

Driver:

Rising participation in water sports and fitness activities

An increasing number of people engaging in swimming, water aerobics, surfing, and related sports are driving swimwear demand. Modern consumers want attire that ensures ease of movement, durability, and comfort in aquatic environments. A health-conscious and fitness-oriented population is further boosting the need for functional swimwear. Manufacturers are innovating with flexible fabrics, quick-dry technology, and ergonomic designs to meet this demand. Not only athletes but casual enthusiasts are influencing market expansion. With water-based recreation becoming a mainstream part of lifestyles worldwide, the preference for well-designed, high-performance swimwear is growing consistently, making it a key market driver.

Restraint:

#### Seasonal demand fluctuations

Swimwear sales are highly influenced by seasonal trends, with peak demand during summer or holiday seasons and lower sales in off-peak months. This variability creates challenges for inventory control and consistent revenue generation for manufacturers and retailers. Brands often rely on promotional strategies and varied collections to maintain sales throughout the year. Smaller companies struggle to manage inventory efficiently during low-demand periods, while larger brands face storage and cost issues for excess stock. Consequently, the seasonal nature of swimwear purchases limits steady market expansion, affecting profitability and making it harder to achieve consistent growth in the global swimwear industry.

Opportunity:

#### Rise of online retail and e-commerce

The expansion of online retail and e-commerce is opening new prospects for swimwear companies. Shoppers are increasingly drawn to online platforms for convenience, diverse options, and competitive prices. Social media, influencer marketing, and digital campaigns allow brands to connect with a worldwide audience. Features like virtual try-ons, customized sizing, and subscription models enhance the customer experience. E-commerce reduces entry barriers for small and emerging brands, requiring lower investments than traditional retail. The digital environment enables faster trend adaptation, wider market access, and higher sales potential, making online retail a key growth opportunity in the swimwear sector.

### Threat:

#### Intense competition among brands

Swimwear companies are threatened by fierce competition from established and new players alike. Many brands produce similar designs, triggering price reductions and lowering profits. The growth of fast-fashion swimwear intensifies pressure on mid-range and premium brands. Continuous innovation and heavy marketing expenditure further raise operational costs. Smaller companies often struggle to stand out, while larger players must work hard to protect market share. Online retail platforms increase accessibility for newcomers, heightening competitive intensity. Intense rivalry restricts pricing power, reduces margins, and challenges brand loyalty, making competition a significant risk factor for growth and stability in the global swimwear market.

### Covid-19 Impact:

The global swimwear industry faced significant challenges due to the COVID-19 pandemic. Lockdowns, restricted travel, and the closure of pools, beaches, resorts, and gyms caused a steep decline in consumer demand. Disrupted seasonal purchasing led to excess inventory and financial losses for manufacturers and retailers. Supply chain interruptions delayed both raw material procurement and product distribution. Shifts in consumer spending toward essential items further reduced swimwear sales. While online retail helped alleviate some losses, overall market growth slowed. Recovery is gradual, and the resurgence of tourism, leisure travel, and recreational activities is expected to revive demand and stabilize operations in the post-pandemic period.

The women's swimwear segment is expected to be the largest during the forecast period

The women's swimwear segment is expected to account for the largest market share during the forecast period. High demand arises from the wide variety of styles, including bikinis, one-piece suits, tankinis, and premium designer options. Fashion trends, social media influence, and celebrity endorsements drive purchases, while leisure travel, beach tourism, and water-based recreational activities further boost sales. Brands and retailers focus on trendy designs, innovative materials, and customization to meet consumer preferences. The emphasis on both fashion and functionality makes this segment highly attractive. Overall, women's swimwear dominates the market, generating the highest revenue and representing the most influential segment in the global swimwear industry.

The eco-friendly & sustainable fabrics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the eco-friendly & sustainable fabrics segment is predicted to witness the highest growth rate. Rising awareness of environmental responsibility, ethical manufacturing, and sustainable lifestyles is boosting demand for biodegradable, recycled, and low-impact materials. Swimwear brands are increasingly using eco-conscious fabrics to appeal to environmentally aware consumers and meet regulatory requirements. Innovations like recycled polyester, organic fibers, and other sustainable textiles are gaining traction, especially among younger, trend-focused buyers. This segment offers substantial growth opportunities and is expected to expand rapidly, making eco-friendly and sustainable fabrics the fastest-growing and most attractive category within the global swimwear market.

Region with largest share:

During the forecast period, the North American region is expected to hold the largest market share, fueled by high consumer awareness and preference for branded, premium products. Strong participation in swimming, water sports, beach vacations, and fitness activities drives consistent demand. Well-established retail networks, advanced e-commerce channels, and social media trends increase product visibility and consumer engagement. Seasonal and fashion-conscious buying behaviors further support sales. The presence of major domestic and international swimwear brands reinforces the region's market leadership. Additionally, government programs promoting sports and recreational activities boost participation and product consumption. Overall, North America continues to lead the swimwear market, generating significant revenue and maintaining a strong competitive position worldwide.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Increasing urbanization, higher disposable incomes, and greater awareness of international fashion trends are driving demand. Rising participation in swimming, water sports, and coastal tourism is supporting sales in countries like China, India, and Southeast Asia. Expansion of e-commerce platforms and social media marketing is improving product visibility and consumer reach. Both domestic producers and international brands are investing to capture this growing market. The combination of fashion-conscious, middle-class consumers and increasing leisure activities positions

Asia Pacific as the fastest-growing and most promising region in the global swimwear industry.

### Key players in the market

Some of the key players in Swimwear Market include Adidas AG, Nike Inc., Speedo International, Arena S.p.A, PVH Corp. (Calvin Klein, Tommy Hilfiger), Quiksilver Inc., American Eagle Outfitters (Aerie), LVMH (Louis Vuitton, Dior Swimwear), H&M Group, Decathlon Group, Victoria's Secret & Co., Pentland Group (Speedo, Ellesse) and Other Emerging Players.

### Key Developments:

In June 2025, PVH Corp. announced a new licensing agreement with Herman Kay-Mystic LLC to produce select outerwear under the Calvin Klein and TOMMY HILFIGER brands. PVH Corp. is taking back its licensed women's wholesale business in North America through a multi-year initiative to directly operate core lifestyle categories, including underwear, sportswear, and jeans, for the Calvin Klein and TOMMY HILFIGER brands.

In February 2025, Adidas and Mexico's Club America Sign Partnership in Nike Snub bringing its contract with Nike Inc. to an end as of this summer. The collaboration will start in July in time for the 2025-2026 soccer seasons, the companies said in a joint statement in which no figures were mentioned. A person familiar with the situation said Adidas' contract with America more than doubles the amount of Nike's previous deal.

In October 2024, NIKE, Inc. signed a 12-year global agreement as the leagues' exclusive on-court uniform and apparel provider, delivering innovation and storytelling for the next generation of players and fans. The global extension is highlighted by new content initiatives, a comprehensive commitment to grassroots basketball, as well as the continued development of a joint membership program that delivers benefits to fans of the brands through distinctive products, content and experiences.

### Product Types Covered:

Women's Swimwear

Men's Swimwear

Kids' Swimwear

Plus-size Swimwear

Other Product Categories

#### Distribution Channels Covered:

Online Retail

Offline Retail (Departmental Stores, Specialty Stores)

Direct-to-Consumer (D2C) Brands

Other Channels

#### Material & Fabric Types Covered:

Polyester

Nylon

Spandex/Lycra

Eco-friendly & Sustainable Fabrics

Other Materials

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL SWIMWEAR MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Women's Swimwear
- 5.3 Men's Swimwear
- 5.4 Kids' Swimwear
- 5.5 Plus-size Swimwear
- 5.6 Other Product Types

## **6 GLOBAL SWIMWEAR MARKET, BY DISTRIBUTION CHANNEL**

- 6.1 Introduction
- 6.2 Online Retail
- 6.3 Offline Retail
  - 6.3.1 Departmental Stores
  - 6.3.2 Specialty Stores
- 6.4 Direct-to-Consumer (D2C) Brands
- 6.5 Other Channels

## **7 GLOBAL SWIMWEAR MARKET, BY MATERIAL & FABRIC TYPE**

- 7.1 Introduction
- 7.2 Polyester
- 7.3 Nylon
- 7.4 Spandex/Lycra
- 7.5 Eco-friendly & Sustainable Fabrics
- 7.6 Other Materials

## **8 GLOBAL SWIMWEAR MARKET, BY GEOGRAPHY**

- 8.1 Introduction
- 8.2 North America
  - 8.2.1 US
  - 8.2.2 Canada
  - 8.2.3 Mexico
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 Italy
  - 8.3.4 France

- 8.3.5 Spain
- 8.3.6 Rest of Europe
- 8.4 Asia Pacific
  - 8.4.1 Japan
  - 8.4.2 China
  - 8.4.3 India
  - 8.4.4 Australia
  - 8.4.5 New Zealand
  - 8.4.6 South Korea
  - 8.4.7 Rest of Asia Pacific
- 8.5 South America
  - 8.5.1 Argentina
  - 8.5.2 Brazil
  - 8.5.3 Chile
  - 8.5.4 Rest of South America
- 8.6 Middle East & Africa
  - 8.6.1 Saudi Arabia
  - 8.6.2 UAE
  - 8.6.3 Qatar
  - 8.6.4 South Africa
  - 8.6.5 Rest of Middle East & Africa

## **9 KEY DEVELOPMENTS**

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

## **10 COMPANY PROFILING**

- 10.1 Adidas AG
- 10.2 Nike Inc.
- 10.3 Speedo International
- 10.4 Arena S.p.A
- 10.5 PVH Corp. (Calvin Klein, Tommy Hilfiger)
- 10.6 Quiksilver Inc.
- 10.7 American Eagle Outfitters (Aerie)

10.8 LVMH (Louis Vuitton, Dior Swimwear)

10.9 H&M Group

10.10 Decathlon Group

10.11 Victoria's Secret & Co.

10.12 Pentland Group (Speedo, Ellesse)

## List Of Tables

### LIST OF TABLES

- Table 1 Global Swimwear Market Outlook, By Region (2024-2032) (\$MN)
  - Table 2 Global Swimwear Market Outlook, By Product Type (2024-2032) (\$MN)
  - Table 3 Global Swimwear Market Outlook, By Women's Swimwear (2024-2032) (\$MN)
  - Table 4 Global Swimwear Market Outlook, By Men's Swimwear (2024-2032) (\$MN)
  - Table 5 Global Swimwear Market Outlook, By Kids' Swimwear (2024-2032) (\$MN)
  - Table 6 Global Swimwear Market Outlook, By Plus-size Swimwear (2024-2032) (\$MN)
  - Table 7 Global Swimwear Market Outlook, By Other Product Types (2024-2032) (\$MN)
  - Table 8 Global Swimwear Market Outlook, By Distribution Channel (2024-2032) (\$MN)
  - Table 9 Global Swimwear Market Outlook, By Online Retail (2024-2032) (\$MN)
  - Table 10 Global Swimwear Market Outlook, By Offline Retail (2024-2032) (\$MN)
  - Table 11 Global Swimwear Market Outlook, By Departmental Stores (2024-2032) (\$MN)
  - Table 12 Global Swimwear Market Outlook, By Specialty Stores (2024-2032) (\$MN)
  - Table 13 Global Swimwear Market Outlook, By Direct-to-Consumer (D2C) Brands (2024-2032) (\$MN)
  - Table 14 Global Swimwear Market Outlook, By Other Channels (2024-2032) (\$MN)
  - Table 15 Global Swimwear Market Outlook, By Material & Fabric Type (2024-2032) (\$MN)
  - Table 16 Global Swimwear Market Outlook, By Polyester (2024-2032) (\$MN)
  - Table 17 Global Swimwear Market Outlook, By Nylon (2024-2032) (\$MN)
  - Table 18 Global Swimwear Market Outlook, By Spandex/Lycra (2024-2032) (\$MN)
  - Table 19 Global Swimwear Market Outlook, By Eco-friendly & Sustainable Fabrics (2024-2032) (\$MN)
  - Table 20 Global Swimwear Market Outlook, By Other Materials (2024-2032) (\$MN)
- Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Swimwear Market Forecasts to 2032 – Global Analysis By Product Type (Women's Swimwear, Men's Swimwear, Kids' Swimwear, Plus-size Swimwear and Other Product Categories), Distribution Channel, Material & Fabric Type and By Geography

Product link: <https://marketpublishers.com/r/SEC6174D9435EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SEC6174D9435EN.html>