

# **Dye Sublimated Apparel Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Bottomwear, Shirts, Hoodies, Others), By Distribution Channel (Online, Offline), By Region, By Competition, 2018-2028**

<https://marketpublishers.com/r/D7CA7E069AF7EN.html>

Date: November 2023

Pages: 178

Price: US\$ 4,900.00 (Single User License)

ID: D7CA7E069AF7EN

## **Abstracts**

Global Deodorants Market was valued at USD 24.12 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.4% through 2028.

Deodorants are scent or fragrance products that help change body odors into a fresh scent. Because the bacteria feed on and degrade sweat, body odor is typically the result of bacterial proliferation. Antibacterial components in deodorant work to stop the breakdown of bacteria by acting on the growing organism. Deodorant's fragrance droplet aids in reducing body odor and transforming it into a fresh scent. Deodorants come in a variety of forms, such as aerosol spray, roll-ons, cream, and others, which are all sold in the market. Deodorants have become more popular and in higher demand over the past several years as a result of lifestyle improvements, a desire to feel good about oneself, personal grooming routines, and hygiene upkeep.

The market demand for organic products is driven by the increase in consumer awareness of them. Customers are choosing items that are safe for their skin, devoid of dangerous ingredients, and aluminum-free. Organic deodorants are safe to use and do not leave stains on clothing because they are produced with natural components and little to no chemicals. Companies are spending money on research and development to create new scents made from natural chemicals and to find better options for the product's packaging, use, and application.

The market's demand for organic goods is being driven by consumers' growing awareness of them. Customers are picking products that are healthy for their skin,

include no harmful components, and don't contain aluminum. Because they are made with natural ingredients and little to no chemicals, organic deodorants are safe to use and do not leave stains on garments. In order to generate novel fragrances derived from organic compounds and to come up with improved choices for the product's use, application, and packaging, businesses are investing money in research and development.

## Key Market Drivers

### Growing Awareness of Personal Hygiene

In today's health-conscious world, personal hygiene has gained paramount importance. The rising awareness of the link between personal hygiene and overall health has been a key driver of the global deodorants market. Consumers now understand that effective deodorants not only keep them smelling fresh but also aid in the prevention of bacterial growth and sweat-related skin problems.

The ongoing COVID-19 pandemic has further emphasized the significance of personal hygiene. Frequent handwashing and mask-wearing have prompted people to focus more on maintaining cleanliness and freshness, driving the demand for deodorants. As a result, manufacturers have capitalized on this awareness by developing innovative products with enhanced antibacterial properties and longer-lasting freshness.

In addition, the growing concern over environmental sustainability has led to the development of eco-friendly deodorant options. These products are often free from harsh chemicals and come in recyclable packaging, aligning with the preferences of eco-conscious consumers.

### Rising Disposable Income

Economic prosperity, especially in emerging markets, has contributed significantly to the global deodorants market's growth. As disposable incomes increase, consumers are more willing to spend on personal care products, including deodorants. This trend is particularly evident in countries like China, India, and Brazil, where a burgeoning middle class is driving demand for premium and branded deodorant products.

The availability of various price points and product formulations allows consumers to choose deodorants that suit their budgets and preferences. Additionally, the aspiration to maintain a certain lifestyle and appearance has led to a willingness to invest in high-

quality deodorants that offer long-lasting protection and pleasant fragrances.

In response to these market dynamics, manufacturers have launched a wide range of deodorant products, from affordable options for price-sensitive consumers to premium products with advanced features for those seeking a luxurious experience.

### Changing Consumer Lifestyles

Evolving consumer lifestyles have had a profound impact on the deodorants market. The global trend toward urbanization and a fast-paced lifestyle has resulted in increased exposure to environmental factors such as pollution and stress. These factors, along with hectic daily routines, have contributed to the need for effective and long-lasting deodorants.

Furthermore, the fitness and wellness movement has gained traction worldwide, encouraging individuals to engage in physical activities and adopt healthier lifestyles. This trend has heightened the demand for sports and performance-oriented deodorants designed to withstand intense physical exertion and provide all-day freshness.

The shift towards remote and flexible work arrangements, accelerated by the COVID-19 pandemic, has also affected consumer preferences. With fewer people commuting and spending more time at home, there is a growing demand for deodorants that offer prolonged protection, as individuals seek to maintain freshness throughout the day.

### Innovations in Product Formulations

The deodorants market has witnessed a continuous influx of product innovations aimed at addressing various consumer needs and preferences. Manufacturers have been proactive in developing new formulations to meet the evolving demands of consumers.

One notable innovation is the introduction of aluminum-free deodorants, driven by concerns about the potential health risks associated with aluminum-based antiperspirants. These aluminum-free alternatives offer natural and safer odor control, appealing to health-conscious consumers seeking cleaner and more transparent ingredient lists.

Another noteworthy trend is the incorporation of natural and organic ingredients in deodorant formulations. Ingredients such as aloe vera, tea tree oil, and baking soda are being used to provide effective odor protection while minimizing skin irritation and

allergies. This aligns with the growing preference for clean and green beauty products.

Additionally, deodorant brands are focusing on developing long-lasting and sweat-resistant formulations, which cater to individuals leading active lifestyles or residing in hot and humid climates. These innovations have expanded the market by offering specialized solutions to various consumer segments.

### E-commerce and Convenience

The rapid growth of e-commerce has transformed the way consumers shop for deodorants. Online platforms provide a convenient and accessible way to purchase a wide range of deodorant products, allowing consumers to compare prices, read reviews, and access a broader selection.

The COVID-19 pandemic accelerated the shift towards online shopping, as consumers sought to minimize in-person interactions. Many individuals who had not previously used e-commerce platforms for personal care products turned to online retailers during lockdowns, and this behavior is expected to persist.

Subscription-based models have also gained popularity in the deodorants market. Brands offer subscription services that deliver deodorants directly to consumers' doorsteps on a regular basis, ensuring a continuous supply of their preferred products. This approach not only provides convenience but also enhances customer loyalty.

Furthermore, the availability of detailed product information and customer reviews online empowers consumers to make informed choices. They can easily research ingredients, compare brands, and select deodorants that align with their specific preferences and needs.

### Key Market Challenges

#### Shifting Consumer Preferences

The global deodorants market faces an ongoing challenge in keeping up with shifting consumer preferences. One of the most significant changes is the growing demand for natural and organic products. Consumers are becoming increasingly concerned about the ingredients in their personal care products, leading to a preference for deodorants that are free from harmful chemicals such as parabens, phthalates, and synthetic fragrances.

To address this challenge, deodorant manufacturers must invest in research and development to formulate products that are not only effective in odor control but also align with the clean beauty trend. This often involves using natural ingredients like plant extracts and essential oils, as well as eliminating potentially harmful additives.

Additionally, some consumers are seeking cruelty-free and vegan options, creating a need for ethical sourcing and production processes. Meeting these preferences requires transparency in the supply chain and certifications that attest to the product's cruelty-free and vegan status.

Keeping pace with these shifting consumer preferences can be challenging, as it requires constant innovation and adaptation in product formulations, marketing strategies, and sourcing practices.

### Regulatory Compliance and Safety Concerns

The deodorants market is subject to strict regulatory oversight due to its use on the body, particularly in the underarm area. Ensuring product safety and compliance with regulations is a significant challenge for manufacturers.

One of the primary concerns is the use of potentially harmful ingredients, such as aluminum compounds in antiperspirants. Studies have suggested a link between aluminum exposure and health issues like breast cancer and Alzheimer's disease. Consequently, regulatory agencies like the FDA (U.S. Food and Drug Administration) closely monitor the use of these ingredients, which can lead to formulation challenges for manufacturers.

Moreover, the global market necessitates compliance with various international regulations, adding complexity to the development and distribution of deodorant products. Different countries have varying requirements regarding labeling, ingredients, and safety assessments, making it imperative for manufacturers to navigate a complex web of regulations.

To address these challenges, manufacturers must invest in research and development to identify safe and effective alternative ingredients, conduct rigorous safety testing, and stay updated on evolving regulations to remain compliant.

### Key Market Trends

## Rise of Natural and Clean Ingredients

One of the most prominent trends in the global deodorants market is the increasing demand for natural and clean ingredients. Consumers are becoming more conscious of the products they apply to their skin and are actively seeking formulations that are free from potentially harmful chemicals, such as parabens, phthalates, and synthetic fragrances.

Natural deodorants, often formulated with ingredients like baking soda, arrowroot powder, coconut oil, and essential oils, have gained popularity as consumers seek safer alternatives. These products offer effective odor control without relying on harsh chemicals, making them attractive to those with sensitive skin or concerns about long-term health effects.

Clean beauty certifications, such as "clean," "green," or "free from" labels, are increasingly appearing on deodorant packaging to signal transparency and ingredient integrity. Manufacturers are investing in research and development to formulate natural deodorants that deliver both odor protection and skin-friendly benefits.

The rise of natural and clean ingredients reflects a broader consumer trend towards clean and conscious living. Deodorant brands that embrace this trend are likely to see continued growth in the market.

## Sustainability and Eco-Friendly Packaging

Sustainability has become a central focus in the global deodorants market. As consumers become more environmentally conscious, they are looking for brands that prioritize eco-friendly packaging and sustainable production practices. A key trend is the reduction of plastic waste. Many deodorant brands are transitioning from traditional plastic packaging to more sustainable alternatives. These may include biodegradable, compostable, or recyclable packaging materials, such as cardboard tubes or reusable containers. Some brands even offer refillable deodorant options, reducing the need for single-use packaging altogether.

Sustainability extends beyond packaging to the entire product lifecycle. Manufacturers are evaluating their supply chains and production processes to reduce carbon emissions and minimize waste generation. This commitment to sustainability is not only environmentally responsible but also appeals to eco-conscious consumers. Additionally,

brands are increasingly emphasizing their commitment to ethical sourcing of ingredients and cruelty-free practices. This aligns with consumers' desire for products that are not only good for the environment but also ethically produced.

### Gender-Neutral and Inclusive Marketing

Gender-neutral and inclusive marketing is transforming the way deodorants are marketed and perceived. Historically, deodorant marketing was often gender-specific, with products marketed exclusively to men or women. However, a new trend is emerging that recognizes the diverse identities and preferences of consumers. Many brands are now adopting gender-neutral branding and marketing approaches. They aim to create products that cater to all consumers, regardless of their gender identity. This includes using inclusive language and imagery in advertising campaigns and packaging. In addition to gender neutrality, inclusivity extends to body positivity and diverse representation in marketing materials. Brands are embracing models of different body types, ethnicities, and ages to reflect the diversity of their customer base. This trend aligns with the broader societal shift towards inclusivity and diversity, acknowledging that personal care products should be accessible and welcoming to everyone.

### Segmental Insights

#### Type Insights

Based on type, the market is divided into spray, roll-on, stick, and other. Due to increased customer demand for goods with features like rapid drying, which prevents stains on clothing, the spray sector is predicted to dominate the market by product type. Additionally, compared to other products, spray deodorant is neither sticky nor moist, which is why the market is expanding. Additionally, spray deodorant does not leave any residue or flakes on the skin, which draws additional customers to the product.

#### Packaging Insights

The market is segmented into metal, plastic, and other types of packaging materials. The plastic industry is anticipated to hold the biggest market share. When compared to materials like glass or paper, plastic containers are said to be more robust because they can endure shocks and drops. This characteristic promotes increased demand for the product. Furthermore, it is frequently preferred over other types of materials due to its reduced cost in comparison to other raw resources. Plastic deodorant is also lightweight, which makes it simple to transport and quite useful to have with you while

travelling.

## End User Insights

Men and women make up the two end-user segments of the market. Because more males participate in sports including basketball, football, cricket, and other activities, the men's segment is anticipated to hold a bigger market share. Deodorants are becoming more and more popular among these athletes as a way to prevent the unpleasant sweat scent. The number of male NCAA student-athletes in the United States in 2017–18 was approximately 278,614 nationwide, or 56% of the overall population of student-athletes, according to data released by the National Collegiate Athletic Association. Men are also expected to work in industries that require more physical exertion, such as manufacturing, construction, and mining. In the upcoming years, this element is anticipated to fuel the segment's growth.

## Regional Insights

Europe is set to hold the largest deodorant market share during the forecast period 2023-2030. The market is estimated to depict robust growth over the coming years due to the presence of a large number of cosmetics giants in the region such as L'Oréal, Beiersdorf, Avon, Unilever, and others who are helping for greater purchase of the product. Additionally, most of the people in this region are inclined toward a hygienic lifestyle and therefore consider using deodorant as a necessity in their life, which, in turn, helps to generate higher product demand. The North America market is projected to grow at a significant CAGR during the forecast period. A rise in awareness regarding the maintenance of personal health and hygiene among individuals will drive the market growth. Additionally, people are having higher buying power due to the growing employment rate in the region, which, in turn, gives rise to the consumption of more cosmetic products such as deodorants. Furthermore, the growing popularity of the health and fitness industry also acts as a vital factor impelling the market growth.

## Key Market Players

Laverana GmbH & Co

Marico Limited

Proctor & Gamble Pvt Ltd



Mankind Pharma Limited

McNroe Consumer Products Pvt. Ltd.

Emami Limited

Beiersdorf AG

ITC Limited

Hindustan Unilever Limited

Henkel AG & Co

Report Scope:

In this report, the Global Deodorants Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Deodorants Market, By Type:

Spray

Roll-on

Sticks

Cream

Others

Deodorants Market, By Packaging Materials:

Metals

Plastic

Others

### Deodorants Market, By End User:

Men

Women

### Deodorants Market, By Distribution Channel:

Hypermarkets/Supermarkets

Convenience Store

Pharmacy/Drug Stores

Online

Others

### Deodorants Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Deodorants Market.

### Available Customizations:

Global Deodorants market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Sources of Information

### **5. GLOBAL DYE SUBLIMATED APPAREL MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Bottomwear, Shirts, Hoodies, Others)

- 5.2.2. By Distribution Channel Market Share Analysis (Online, Offline)
- 5.2.3. By Regional Market Share Analysis
  - 5.2.3.1. North America Market Share Analysis
  - 5.2.3.2. Europe Market Share Analysis
  - 5.2.3.3. Asia-Pacific Market Share Analysis
  - 5.2.3.4. Middle East & Africa Market Share Analysis
  - 5.2.3.5. South America Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Dye Sublimated Apparel Market Mapping & Opportunity Assessment
  - 5.3.1. By Product Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA DYE SUBLIMATED APPAREL MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type Market Share Analysis
  - 6.2.2. By Distribution Channel Market Share Analysis
  - 6.2.3. By Country Market Share Analysis
    - 6.2.3.1. United States Dye Sublimated Apparel Market Outlook
      - 6.2.3.1.1. Market Size & Forecast
        - 6.2.3.1.1.1. By Value
      - 6.2.3.1.2. Market Share & Forecast
        - 6.2.3.1.2.1. By Product Type Market Share Analysis
        - 6.2.3.1.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.2. Canada Dye Sublimated Apparel Market Outlook
      - 6.2.3.2.1. Market Size & Forecast
        - 6.2.3.2.1.1. By Value
      - 6.2.3.2.2. Market Share & Forecast
        - 6.2.3.2.2.1. By Product Type Market Share Analysis
        - 6.2.3.2.2.2. By Distribution Channel Market Share Analysis
    - 6.2.3.3. Mexico Dye Sublimated Apparel Market Outlook
      - 6.2.3.3.1. Market Size & Forecast
        - 6.2.3.3.1.1. By Value
      - 6.2.3.3.2. Market Share & Forecast
        - 6.2.3.3.2.1. By Product Type Market Share Analysis
        - 6.2.3.3.2.2. By Distribution Channel Market Share Analysis

## **7. EUROPE DYE SUBLIMATED APPAREL MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Type Market Share Analysis

#### 7.2.2. By Distribution Channel Market Share Analysis

#### 7.2.3. By Country Market Share Analysis

##### 7.2.3.1. France Dye Sublimated Apparel Market Outlook

###### 7.2.3.1.1. Market Size & Forecast

###### 7.2.3.1.1.1. By Value

###### 7.2.3.1.2. Market Share & Forecast

###### 7.2.3.1.2.1. By Product Type Market Share Analysis

###### 7.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.2. United Kingdom Dye Sublimated Apparel Market Outlook

###### 7.2.3.2.1. Market Size & Forecast

###### 7.2.3.2.1.1. By Value

###### 7.2.3.2.2. Market Share & Forecast

###### 7.2.3.2.2.1. By Product Type Market Share Analysis

###### 7.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.3. Italy Dye Sublimated Apparel Market Outlook

###### 7.2.3.3.1. Market Size & Forecast

###### 7.2.3.3.1.1. By Value

###### 7.2.3.3.2. Market Share & Forecast

###### 7.2.3.3.2.1. By Product Type Market Share Analysis

###### 7.2.3.3.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.4. Germany Dye Sublimated Apparel Market Outlook

###### 7.2.3.4.1. Market Size & Forecast

###### 7.2.3.4.1.1. By Value

###### 7.2.3.4.2. Market Share & Forecast

###### 7.2.3.4.2.1. By Product Type Market Share Analysis

###### 7.2.3.4.2.2. By Distribution Channel Market Share Analysis

##### 7.2.3.5. Spain Dye Sublimated Apparel Market Outlook

###### 7.2.3.5.1. Market Size & Forecast

###### 7.2.3.5.1.1. By Value

###### 7.2.3.5.2. Market Share & Forecast

###### 7.2.3.5.2.1. By Product Type Market Share Analysis

###### 7.2.3.5.2.2. By Distribution Channel Market Share Analysis

## **8. ASIA-PACIFIC DYE SUBLIMATED APPAREL MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product Type Market Share Analysis

#### 8.2.2. By Distribution Channel Market Share Analysis

#### 8.2.3. By Country Market Share Analysis

##### 8.2.3.1. China Dye Sublimated Apparel Market Outlook

###### 8.2.3.1.1. Market Size & Forecast

###### 8.2.3.1.1.1. By Value

###### 8.2.3.1.2. Market Share & Forecast

###### 8.2.3.1.2.1. By Product Type Market Share Analysis

###### 8.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.2. India Dye Sublimated Apparel Market Outlook

###### 8.2.3.2.1. Market Size & Forecast

###### 8.2.3.2.1.1. By Value

###### 8.2.3.2.2. Market Share & Forecast

###### 8.2.3.2.2.1. By Product Type Market Share Analysis

###### 8.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.3. Japan Dye Sublimated Apparel Market Outlook

###### 8.2.3.3.1. Market Size & Forecast

###### 8.2.3.3.1.1. By Value

###### 8.2.3.3.2. Market Share & Forecast

###### 8.2.3.3.2.1. By Product Type Market Share Analysis

###### 8.2.3.3.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.4. Australia Dye Sublimated Apparel Market Outlook

###### 8.2.3.4.1. Market Size & Forecast

###### 8.2.3.4.1.1. By Value

###### 8.2.3.4.2. Market Share & Forecast

###### 8.2.3.4.2.1. By Product Type Market Share Analysis

###### 8.2.3.4.2.2. By Distribution Channel Market Share Analysis

##### 8.2.3.5. South Korea Dye Sublimated Apparel Market Outlook

###### 8.2.3.5.1. Market Size & Forecast

###### 8.2.3.5.1.1. By Value

###### 8.2.3.5.2. Market Share & Forecast

###### 8.2.3.5.2.1. By Product Type Market Share Analysis

###### 8.2.3.5.2.2. By Distribution Channel Market Share Analysis



#### 8.2.3.6. Indonesia Dye Sublimated Apparel Market Outlook

##### 8.2.3.6.1. Market Size & Forecast

###### 8.2.3.6.1.1. By Value

##### 8.2.3.6.2. Market Share & Forecast

###### 8.2.3.6.2.1. By Product Type Market Share Analysis

###### 8.2.3.6.2.2. By Distribution Channel Market Share Analysis

### **9. MIDDLE EAST & AFRICA DYE SUBLIMATED APPAREL MARKET OUTLOOK**

#### 9.1. Market Size & Forecast

##### 9.1.1. By Value

#### 9.2. Market Share & Forecast

##### 9.2.1. By Product Type Market Share Analysis

##### 9.2.2. By Distribution Channel Market Share Analysis

##### 9.2.3. By Country Market Share Analysis

###### 9.2.3.1. South Africa Dye Sublimated Apparel Market Outlook

###### 9.2.3.1.1. Market Size & Forecast

###### 9.2.3.1.1.1. By Value

###### 9.2.3.1.2. Market Share & Forecast

###### 9.2.3.1.2.1. By Product Type Market Share Analysis

###### 9.2.3.1.2.2. By Distribution Channel Market Share Analysis

###### 9.2.3.2. Saudi Arabia Dye Sublimated Apparel Market Outlook

###### 9.2.3.2.1. Market Size & Forecast

###### 9.2.3.2.1.1. By Value

###### 9.2.3.2.2. Market Share & Forecast

###### 9.2.3.2.2.1. By Product Type Market Share Analysis

###### 9.2.3.2.2.2. By Distribution Channel Market Share Analysis

###### 9.2.3.3. UAE Dye Sublimated Apparel Market Outlook

###### 9.2.3.3.1. Market Size & Forecast

###### 9.2.3.3.1.1. By Value

###### 9.2.3.3.2. Market Share & Forecast

###### 9.2.3.3.2.1. By Product Type Market Share Analysis

###### 9.2.3.3.2.2. By Distribution Channel Market Share Analysis

###### 9.2.3.4. Turkey Dye Sublimated Apparel Market Outlook

###### 9.2.3.4.1. Market Size & Forecast

###### 9.2.3.4.1.1. By Value

###### 9.2.3.4.2. Market Share & Forecast

###### 9.2.3.4.2.1. By Product Type Market Share Analysis

###### 9.2.3.4.2.2. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA DYE SUBLIMATED APPAREL MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product Type Market Share Analysis

#### 10.2.2. By Distribution Channel Market Share Analysis

#### 10.2.3. By Country Market Share Analysis

##### 10.2.3.1. Argentina Dye Sublimated Apparel Market Outlook

###### 10.2.3.1.1. Market Size & Forecast

###### 10.2.3.1.1.1. By Value

###### 10.2.3.1.2. Market Share & Forecast

###### 10.2.3.1.2.1. By Product Type Market Share Analysis

###### 10.2.3.1.2.2. By Distribution Channel Market Share Analysis

##### 10.2.3.2. Colombia Dye Sublimated Apparel Market Outlook

###### 10.2.3.2.1. Market Size & Forecast

###### 10.2.3.2.1.1. By Value

###### 10.2.3.2.2. Market Share & Forecast

###### 10.2.3.2.2.1. By Product Type Market Share Analysis

###### 10.2.3.2.2.2. By Distribution Channel Market Share Analysis

##### 10.2.3.3. Brazil Dye Sublimated Apparel Market Outlook

###### 10.2.3.3.1. Market Size & Forecast

###### 10.2.3.3.1.1. By Value

###### 10.2.3.3.2. Market Share & Forecast

###### 10.2.3.3.2.1. By Product Type Market Share Analysis

###### 10.2.3.3.2.2. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

### 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL DYE SUBLIMATED APPAREL MARKET**

### 12.1. Impact Assessment Model

#### 12.1.1. Key Segments Impacted

#### 12.1.2. Key Distribution Channel Impacted

#### 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

### **14. COMPETITIVE LANDSCAPE**

#### 14.1. Company Profiles

##### 14.1.1. Epiphone

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

##### 14.1.2. Inkwell Printing

14.1.2.1. Company Details

14.1.2.2. Products

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

##### 14.1.3. Royal Apparel

14.1.3.1. Company Details

14.1.3.2. Products

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

##### 14.1.4. TEXmarket

14.1.4.1. Company Details

14.1.4.2. Products

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

##### 14.1.5. ASPECT

14.1.5.1. Company Details

14.1.5.2. Products

14.1.5.3. Financials (As Per Availability)

- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. FUSH
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Printful, Inc.
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. ALE CLOTHING
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Emirates Apparel
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Dad's Printing
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

15.1. Key Focus Areas

15.2. Target Product Type

15.3. Target Distribution Channel

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