

Global Waterproof Socks Market, By Product Type (Ankle Length, Calf Length, Knee Length), By Material Type (Bamboo Fiber, Nylon, Merino Wool, Others), By Distribution Channel (Supermarkets/Hypermarkets, Online, Sportswear Stores, Others), By Region, Competition, Forecast & Opportunities, 2018-2028F

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Abstracts

Global Waterproof Socks market is experiencing significant demand and is expected to grow with a progressive growth rate in the coming years, owing to the rising demand among consumer who are involved in significant adventure sports such as hiking, trekking, cycling, etc. Furthermore, significant technological advancements in the apparel industry and high demand from millennials is further expected to aid the market growth of waterproof socks in the coming years.

Global Waterproof Socks Market Scope

The construction of waterproof socks is based on three components: the knit outer layer, the knit inner layer, and the waterproof membrane. The thickness of the outer layer and inner layer of the sock is sufficient to protect the waterproof membrane from abrasion. Consequently, waterproof socks tend to be thicker than the typical athletic sock.

Global Waterproof Socks Market Overview

The rising number of millennials and individuals who are getting involved in various adventure activities such as hiking, trekking, biking, rafting, etc. is pushing the demand of waterproof socks in the market. In these outdoor activities, water exposure is a

significant challenge for the foot, and prolonged contact with water can result in a variety of diseases, including immersion foot syndrome and trench foot. Thus, to counter the impact of excessive water damage on the foot, people are preferring to use waterproof socks for minimal damage on their foot.

Global Waterproof Socks Market Drivers

The growing popularity for adventure sports and different recreational activities is contributing to the market growth of waterproof socks market, globally. It is anticipated that the demand for waterproof socks will grow significantly in the forecasted years, as people become more and more interested in outdoor activities such as swimming, cycling, and snowboarding.

Furthermore, the rising awareness among consumers regarding the bad impacts due to wet socks on foot is driving the market growth as consumer who are getting involved in significant activities which involves the wet conditioning of foot for a longer duration, are preferring to use waterproof socks to save themselves from different foot diseases. Moreover, the growing awareness of the importance of environmental protection has resulted in the growing demand for products that are both sustainable and environmentally friendly. To meet this need, some companies have begun to incorporate recycled materials or eco-friendly production methods into the production of waterproof socks.

Manufacturers of waterproof socks have also invested in R&D projects to improve performance and durability of the waterproof socks, for instance, the use of advanced waterproofing fabrics, advanced technologies, and the moisture-absorption fabrics to increase breathability.

Global Waterproof Socks Market Trends

The rising demand among millennials is also pushing the market growth as millennials are more likely to engage in outdoor activities with them being more likely to hike, camp, trail run, and engage in other outdoor activities, which necessitates dependable footwear to ensure comfort and protection. Hiking, camping, and trail running requires moisture-dampening waterproof socks to ensure dry and comfortable feet during these activities. Moreover, millennials prioritize versatility and convenience, and waterproof socks offer both. They can be worn outside, in rainy weather, during water sports, and even on the go, where foot moisture may be an issue. Having a multifunctional product is appealing to millennials who prioritize practicality. Furthermore, the concept of

waterproof socks is no longer considered to be purely functional as various brands are increasingly incorporating fashionable designs, eye-catching colors, and eye-catching patterns to reach a wider audience, including consumers who appreciate both fashion and practicality.

The waterproof socks market is witnessing a surge in demand due to the growing trend of sustainable tourism. This trend is important for the market, as it encourages responsible travel practices and reduces the environmental, social, and economic impacts of travel. This can be beneficial for the waterproof socks market, as those who prioritize sustainability are more likely to choose waterproof socks due to their practicality and eco-friendliness.

Global Waterproof Socks Market Challenges

Waterproof socks are specially designed to withstand high levels of water flow. They are used in a variety of water-related activities such as swimmers, cyclists, trekkers and walking. The material used to make waterproof socks is usually thick wool, which is a significantly expensive material. Additionally, other high-priced base materials used during the manufacturing process include polycarbonate, bamboo, and others. The high cost of base materials in the manufacturing process will add to the overall price of your product. By using low-priced base materials, you can offset this cost factor in the worldwide waterproof market.

Moreover, the less awareness among consumer regarding these products and due to the high product cost in comparison to normal socks, many consumers restrain from purchasing waterproof socks, thus, constraining the growth of waterproof socks market in the forecasted years.

Company Insights

In 2022, Spada launched a winter gear range which included trousers, shorts, and waterproof socks with a 20,000mm waterproof rating. The socks were manufactured using a Coolmax fabric and featured arch support as well as comfort seams.

Market Opportunities

The demand for waterproof socks is expected to rise rapidly in the coming years

and this growth is attributed to multiple factors such as the rise in the popularity of different adventure sports for leisure and as a career. Moreover, the rise in popularity of these adventure sports through social media can also be expected to contribute to the market growth of waterproof socks. Furthermore, with the ongoing trend of popularity of adventure sports, the companies operating in the waterproof socks market can partner with the companies which are dealing in these adventure sports as these adventure sports companies provide consumer with proper uniforms and equipment. This will not only increase their sales, but also increase brand recognition among participants in these sports. Consequently, if the consumer opts to purchase waterproof socks in the near future, they will likely choose that well-known brand.

The rise in popularity of online channels is also expected to cater the market growth in the coming years. Many companies are now offering all their products through different online channels as consumers are often purchasing through online mediums since it provides them with a variety of options. Thus, it is advised for the companies currently, to enter into the waterproof socks market to create a significant base on the online channels, further resulting in increased sales and wider audience reach.

Market Segmentation

The global waterproof socks market is segmented based on product type, material type, by end user, distribution channel. On the basis of product type, the market is divided into ankle length, calf length, and knee length. Based on material type, the market is segmented into bamboo fiber, nylon, merino wool and others. Further, based on distribution channel, the market is fragmented into supermarket/hypermarket, online, sportswear stores, and others.

Company Profiles

SealSkinz Limited, Footland Inc., Bridgedale Outdoor Ltd, Camaro GesmbH, Recreational Equipment, Inc., Northern Diver International Ltd., Okamoto Corporation, Rocky Brands, Inc., Seavenger, Inc., Showers Pass Inc. are some of the major companies operating in the global waterproof socks market.

Report Scope:

In this report, global waterproof socks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Waterproof Socks Market, By Product Type:

Ankle Length

Calf Length

Knee Length

Global Waterproof Socks Market, By Material Type:

Bamboo Fiber

Nylon

Merino Wool

Others

Global Waterproof Socks Market, By Distribution Channel:

Supermarket/Hypermarket

Online

Sportswear Stores

Others

Global Waterproof Socks Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Middle East & Africa

Saudi Arabia

UAE

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global waterproof socks market.

Available Customizations:

With the given market data, TechSci 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).

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