

Hosiery Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Socks, Stockings, Tights, Leggings), By Category (Men, Women), By Distribution Channel (Online, Offline), By Region & Competition, 2019-2029F

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Abstracts

The Global Hosiery Market was valued at USD 42.54 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 4.6% through 2029. The global hosiery market has experienced significant growth and diversification in recent years, driven by changing fashion trends, increasing disposable income, and a growing awareness of personal grooming. Hosiery, encompassing a wide range of legwear such as stockings, tights, and socks, has become a staple in the fashion industry, catering to both functional and aesthetic preferences. The market is characterized by a myriad of choices, including various materials, designs, and styles, allowing consumers to express their individuality through their legwear choices. Additionally, technological advancements in the production process have improved the quality and durability of hosiery products, contributing to their popularity and longevity in the fashion market.

Moreover, the global hosiery market is witnessing a shift towards sustainable and eco-friendly products, as consumers become more environmentally conscious. This trend has led to the introduction of eco-friendly materials and manufacturing processes, reflecting a growing demand for responsible and ethical fashion. With the influence of e-commerce and the ease of online shopping, consumers now have greater access to a diverse range of hosiery products from around the world, further propelling the growth of the global hosiery market. As fashion continues to evolve and consumer preferences change, the hosiery market is likely to remain dynamic and innovative, adapting to new trends and technologies in the years to come.

Market Drivers

Increasing Disposable Income and Urbanization

The global hosiery market is also influenced by macroeconomic factors, with rising disposable income and urbanization playing a significant role. As economies grow and people in urban areas experience higher income levels, there is an increased capacity for discretionary spending on fashion and lifestyle products. Hosiery, being a relatively affordable and accessible fashion accessory, sees a surge in demand as consumers have more resources to spend on non-essential items. Urbanization contributes to this trend by creating a lifestyle that often emphasizes personal grooming and fashion awareness. The combination of increased income and urban living propels the hosiery market forward as an integral part of contemporary wardrobes.

Technological Advancements in Manufacturing

Technological innovations in manufacturing processes have revolutionized the hosiery industry, influencing product quality, efficiency, and cost-effectiveness. Advanced machinery and computerized knitting technologies have enhanced the precision and speed of hosiery production, resulting in higher-quality products with improved durability. The use of innovative materials, such as microfibers and seamless knitting techniques, has further contributed to the comfort and performance of hosiery items. These technological advancements not only meet consumer expectations for superior products but also enable manufacturers to streamline production and respond more quickly to changing market demands.

Growing Consciousness of Sustainability

In recent years, there has been a noticeable shift in consumer preferences towards sustainable and eco-friendly products, and the hosiery market is no exception. Increasing awareness of environmental issues has led consumers to seek products that align with their values, prompting hosiery manufacturers to adopt more sustainable practices. This includes the use of organic and recycled materials, eco-friendly dyes, and environmentally conscious packaging. The emphasis on sustainability not only caters to consumer preferences but also addresses the broader industry trend towards responsible and ethical fashion. Brands that prioritize sustainability often enjoy a competitive advantage in the market as eco-conscious consumers actively seek out products that minimize their environmental impact.

Rise of E-Commerce and Global Accessibility

The advent of e-commerce has transformed the retail landscape, including the hosiery market, by providing consumers with unprecedented access to a wide array of products from around the world. Online platforms enable consumers to explore and purchase hosiery items without geographical constraints, leading to increased market penetration. The convenience of online shopping, coupled with the ability to compare prices and read reviews, has significantly contributed to the growth of the global hosiery market. E-commerce also facilitates the reach of smaller and niche hosiery brands, allowing them to compete on a global scale and challenging the dominance of traditional retail channels.

Key Market Challenges

Rising Production Costs and Price Sensitivity

The hosiery industry is susceptible to fluctuations in production costs, including raw materials, labor, and energy. As production costs rise, manufacturers face the dilemma of maintaining profit margins while remaining competitive in a price-sensitive market. Consumers often exhibit sensitivity to price changes, particularly in the mass-market segment, where affordability is a key driver. Balancing the need for cost-effective production with maintaining product quality becomes a delicate task for manufacturers. This challenge is exacerbated by the global nature of the hosiery market, where brands often source materials and production facilities from different regions, each with its own economic considerations.

Fast Fashion and Short Product Lifecycles

The prevalence of fast fashion trends poses a significant challenge to the hosiery market. Consumers, influenced by rapidly changing fashion cycles and social media, increasingly seek trendy and affordable options. This fast-paced demand for new styles and designs shortens product lifecycles, requiring manufacturers to adapt quickly to emerging trends. However, this constant churn can lead to overproduction, resulting in excess inventory and potential waste. Balancing the need for quick turnarounds in design and production with sustainable practices and responsible inventory management becomes a complex challenge for hosiery brands aiming to stay relevant in the fast fashion landscape.

Evolving Consumer Preferences and Demands

Understanding and predicting consumer preferences in the hosiery market is an ongoing challenge. Consumer preferences can be influenced by a multitude of factors, including cultural shifts, societal changes, and evolving fashion trends. Additionally, the rise of athleisure and casual wear has changed traditional notions of formal and everyday attire, impacting the demand for specific types of hosiery. Meeting the demands of diverse consumer segments, from those seeking classic styles to those embracing cutting-edge fashion, requires agility in product development and marketing strategies. Staying attuned to shifts in consumer behavior and preferences is essential for hosiery brands aiming to adapt to the evolving market.

Environmental Sustainability and Ethical Practices

As sustainability concerns continue to gain prominence globally, the hosiery market faces the challenge of aligning with environmentally friendly and ethical practices. Consumers are increasingly conscious of the environmental impact of their purchases and expect brands to adopt sustainable measures in production, packaging, and sourcing. The hosiery industry, traditionally associated with synthetic materials, faces scrutiny for its ecological footprint. Transitioning to sustainable materials, eco-friendly manufacturing processes, and ethical supply chains involves significant investment and restructuring. Brands that fail to address these concerns risk losing a growing segment of environmentally conscious consumers and facing reputational damage in an era where corporate responsibility is under increasing scrutiny.

In conclusion, the global hosiery market grapples with challenges arising from intense competition, rising production costs, the influence of fast fashion, evolving consumer preferences, and the imperative for environmental sustainability. Overcoming these challenges requires a strategic and adaptive approach from industry stakeholders. Brands that successfully navigate these hurdles by embracing innovation, implementing sustainable practices, and understanding the dynamics of consumer behavior will be better positioned to thrive in the dynamic and competitive global hosiery market.

Key Market Trends

Rise of Sustainable and Eco-Friendly Practices

In recent years, there has been a notable surge in consumer awareness and demand for sustainable and eco-friendly products, and the hosiery market is no exception. Brands are increasingly adopting sustainable practices in response to growing

environmental concerns. This involves incorporating eco-friendly materials, such as organic cotton, recycled nylon, and bamboo fibers, into hosiery products. Additionally, there is a focus on reducing the environmental impact of manufacturing processes and packaging. Consumers are now more inclined to choose hosiery items that align with their values, driving brands to integrate sustainability into their core business strategies. As sustainability becomes a key differentiator, hosiery manufacturers are likely to continue innovating to meet the increasing demand for environmentally conscious products.

Inclusivity and Diversity in Product Offerings

The hosiery market has witnessed a positive shift towards inclusivity and diversity in product offerings. Traditionally, hosiery products were limited in terms of skin tone options, sizes, and styles. In response to calls for greater representation and inclusivity, brands are expanding their product ranges to cater to a diverse range of skin tones and body types. This trend reflects a broader movement within the fashion industry to embrace diversity and promote body positivity. Brands that prioritize inclusivity are not only meeting the needs of a more diverse customer base but also contributing to a more inclusive and representative fashion landscape.

Technology Integration for Enhanced Comfort and Functionality

Technological advancements are playing a significant role in enhancing the comfort and functionality of hosiery products. Innovative knitting techniques, such as seamless construction, are becoming increasingly popular, offering a more comfortable fit and minimizing irritation. Compression technology is being incorporated into hosiery items, providing benefits such as improved circulation and muscle support. Additionally, advancements in moisture-wicking materials contribute to enhanced breathability and moisture management, addressing common concerns related to discomfort and hygiene. The integration of technology not only improves the performance of hosiery but also caters to the demands of consumers seeking both style and functionality in their legwear.

Customization and Personalization

Personalization has become a key trend in the hosiery market, driven by the desire for individual expression and unique style. Brands are offering customization options, allowing consumers to personalize their hosiery items with unique designs, colors, and patterns. This trend is amplified by the rise of direct-to-consumer models and online

platforms, where customers can easily access and personalize their hosiery purchases. Customization not only enhances the overall consumer experience but also provides brands with a competitive edge in a market where consumers are increasingly seeking products that reflect their individuality.

E-Commerce Dominance and Influencer Marketing

The dominance of e-commerce in the retail landscape has significantly impacted the hosiery market. Online platforms provide consumers with a wide array of hosiery options, enabling them to explore and purchase products with convenience and ease. The shift to online shopping is also accompanied by the rise of influencer marketing, where social media influencers showcase and endorse hosiery products to their followers. This trend has a powerful influence on consumer purchasing decisions, as followers are often inspired by the styling and recommendations of influencers. As a result, hosiery brands are increasingly leveraging influencer partnerships to reach a broader audience and enhance their online presence, driving sales and brand awareness in the digital space.

Segmental Insights

Type Insights

The socks segment is experiencing a notable surge in demand within the global hosiery market, driven by evolving fashion preferences, lifestyle changes, and the growing emphasis on comfort and functionality. Socks, once considered a basic necessity, have evolved into a fashion statement, with consumers seeking a variety of styles, colors, and materials. The rising popularity of athleisure and casual wear has contributed significantly to the increased demand for socks, as they play a crucial role in completing modern, laid-back ensembles. Consumers are increasingly viewing socks as a versatile accessory that allows them to express their individuality, leading to a shift in preferences toward unique designs and patterns.

Furthermore, the emphasis on health and wellness has fueled the demand for specialized socks that offer features such as moisture-wicking, compression, and cushioning. The integration of advanced technologies in sock manufacturing, such as seamless construction and ergonomic designs, enhances the overall comfort and performance of socks. As a result, the socks segment is not only meeting the evolving fashion tastes of consumers but also addressing their practical needs, making it a key driver in the growth and diversification of the global hosiery market.

Distribution Channel Insights

The global hosiery market is experiencing a substantial increase in demand through the online sales channel, marking a significant shift in consumer purchasing behavior. The rise of e-commerce platforms has revolutionized the retail landscape, providing consumers with unparalleled convenience and access to a diverse range of hosiery products. Online sales channels offer a vast array of options, allowing consumers to explore different styles, brands, and price points with the click of a button. The convenience of shopping from the comfort of home, coupled with the ability to compare prices, read reviews, and access a global marketplace, has fueled the surge in online hosiery sales.

Moreover, the influence of social media and digital marketing has played a pivotal role in driving consumer engagement with hosiery brands online. Influencers and fashion bloggers often showcase hosiery products, sharing styling tips and recommendations, which has a direct impact on consumer purchasing decisions. As a result, hosiery brands are increasingly leveraging the power of online platforms to enhance their visibility, connect with a broader audience, and capitalize on the growing trend of online shopping. This shift toward online sales channels not only reflects changing consumer preferences but also presents opportunities for hosiery brands to innovate in their marketing strategies and provide a seamless shopping experience in the digital realm.

Regional Insights

The Asia Pacific region has emerged as a key driver of the rising demand in the global hosiery market, propelled by factors such as rapid urbanization, increasing disposable incomes, and a growing fashion-conscious population. As economies in the region experience significant growth, consumers are increasingly embracing hosiery as an integral part of their fashion choices. The diverse and dynamic fashion landscape in countries like China, India, Japan, and South Korea has led to a surge in demand for various hosiery products, from traditional stockings to contemporary sock designs. The influence of Western fashion trends, coupled with the rich textile heritage of the region, contributes to a vibrant and expanding hosiery market in Asia Pacific.

Furthermore, the prevalence of e-commerce and the digitalization of retail have played a crucial role in driving hosiery sales in the region. Online platforms provide consumers in Asia Pacific with access to a wide array of hosiery options, allowing them to explore and purchase products from both local and international brands. The convenience of

online shopping, coupled with the popularity of social media and influencer marketing, has accelerated the adoption of hosiery products in the Asia Pacific, making it a key growth region within the global hosiery market. As consumer preferences continue to evolve, the Asia Pacific region is poised to play a significant role in shaping the future trends and dynamics of the hosiery market.

Key Market Players

Spanx, LLC

Adidas AG

2XU Pty Ltd.

LVMH Group

Renfro Corporation

CSP International Fashion Group S.p.A.

Golden Lady Company SpA

Gildan Activewear Inc.

Hanesbrands Inc.

Carolina Hosiery, Inc.

Report Scope:

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

Hosiery Market, By Type:

Socks

Stockings

Tights

Leggings

Hosiery Market, By Category:

Men

Women

Hosiery Market, By Distribution Channel:

Online

Offline

Hosiery Market, By Region:

Asia-Pacific

China

Japan

India

Vietnam

South Korea

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

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

Available Customizations:

Global Hosiery Market report 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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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. CSP International Fashion Group S.p.A.

14.1.6.1. Company Details

14.1.6.2. Products

- 14.1.6.3. Financials (As Per Availability)
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15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Distribution Channel

16. ABOUT US & DISCLAIMER

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