

# **Scarves & Shawls Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Scarves, Shawls), By Material (Wool, Silk, Cotton, Others), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F**

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## **Abstracts**

The global market for scarves and shawls is projected to expand significantly, increasing from USD 24.58 Billion in 2025 to USD 37.79 Billion by 2031, demonstrating a compound annual growth rate of 7.43%. This sector encompasses textile accessories utilized for diverse purposes such as thermal regulation, religious observance, or aesthetic enhancement. Its primary growth factors are rooted in the essential need for warm attire in colder regions and a sustained consumer preference for high-quality, luxurious fabrics, distinguishing these drivers from fleeting fashion trends. The robust industrial foundation supporting this accessory category is evidenced by the National Council of Textile Organizations, which reported United States textile and apparel shipments reaching 63.9 billion dollars in 2024. Despite this solid market base, the industry faces considerable obstacles, notably the instability of the supply chain and unpredictable raw material expenses. Manufacturers frequently struggle to consistently secure superior quality wool and silk, which directly influences production costs. This inherent unpredictability within the supply chain can significantly hinder market expansion by reducing profit margins and restricting brands' capacity to scale operations, particularly in emerging markets.

## **Market Driver**

A key driver for the scarves and shawls market, especially its high-end segment, is the rise in consumer disposable income and expenditure on luxury items. As purchasing power strengthens, consumers increasingly perceive scarves and shawls as valuable

investments crafted from premium fibers like cashmere, silk, and vicuña, rather than mere functional pieces. This trend is further solidified by leading luxury brands that leverage their heritage to maintain price stability for their accessories, ensuring consistent revenue even amid broader economic fluctuations. For instance, according to The Fashion Law in February 2025, Hermès' Silk and Textiles category saw a 4 percent increase in 2024, highlighting the enduring demand for prestigious accessories. To support this growing consumption of both premium and standard goods, the raw material supply chain has adapted its scale, with global fiber production reaching 132 million tonnes in 2024, as reported by Textile Exchange in September 2025, meeting expanding manufacturing needs. The second significant driver is the growth of e-commerce channels and enhanced online retail access, which effectively removes geographical barriers for manufacturers. Digital platforms allow brands to present intricate designs and detailed fabric textures through high-definition visuals, effectively compensating for the lack of physical touch in remote shopping. This also enables niche artisanal producers to reach international audiences, a privilege once largely restricted to major multinational corporations. This digital transformation considerably broadens market reach and boosts transaction volumes. The immense potential for online distribution to capture a larger share of the fashion accessory market is underscored by the U.S. Census Bureau's December 2025 report, which estimated U.S. retail e-commerce sales for the third quarter of 2025 at 310.3 billion dollars.

## **Market Challenge**

The primary obstacle impeding the expansion of the global scarves and shawls market is the instability of its supply chain, particularly concerning the acquisition of superior raw materials. When manufacturers are unable to secure a reliable and consistent supply of premium fibers such as wool and silk, the entire production cycle becomes inherently unpredictable. This instability results in brands having to contend with fluctuating cost structures, which significantly narrows profit margins and complicates the maintenance of stable, long-term pricing strategies. Consequently, companies frequently lack the financial flexibility to absorb these variable costs, thus limiting their capacity to invest in growth initiatives or penetrate new, emerging markets. This reduction in the availability of raw materials is corroborated by recent industry figures. For example, the Australian Wool Production Forecasting Committee reported in August 2024 a downward revision for Australian shorn wool production to 285 million kilograms for the 2024/2025 season, indicating a 10.1% decline from the previous year. Such a substantial decrease in a primary source of apparel-grade wool directly constrains the manufacturing output for thermal accessories. This scarcity not only inflates input costs but also erects a barrier to market growth, as manufacturers are compelled to prioritize

securing limited existing inventory over pursuing strategic market development.

## **Market Trends**

The adoption of sustainable and eco-friendly material sourcing is fundamentally reshaping production methodologies, as brands increasingly prioritize ethical certifications to address rising consumer demands concerning animal welfare and environmental impact. This initiative extends beyond mere raw material procurement to emphasize the traceability and responsible management of fibers utilized in high-end accessories. As a result, the industry is observing a significant increase in the validation of specific textile standards, which effectively distinguishes ethically verified products from conventional inventory. Illustrating this shift, the Responsible Mohair Standard (RMS) achieved a 50 percent market share in 2024, as reported by Textile Exchange in September 2025, underscoring a vital commitment to regulated sourcing within the luxury shawl segment. Concurrently, the integration of smart fabrics and temperature-regulating technology is transforming scarves from simple thermal wear into advanced, dynamic performance gear suitable for active lifestyles. Manufacturers are harnessing the inherent technical attributes of sophisticated natural fibers to develop accessories that offer superior breathability and moisture management, thereby differentiating them from traditional heavy winter garments. This emphasis on functional innovation is significantly boosting the value growth for performance-grade materials, as consumers increasingly seek versatility beyond purely aesthetic appeal. According to The Woolmark Company's November 2025 report, 'Growing demand for Merino wool', the market value for this fiber is anticipated to reach 63.2 billion dollars by 2033, driven by the expanding applications of these temperature-regulating textiles in contemporary fashion.

## **Key Market Players**

Dolce & Gabbana

Himalayan Weavers

Elvang

Louis Vuitton

Chanel

Pashmina.com

The Kashmir Company

EZSilk

Shahkaar

Prada

## Report Scope

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

### Scarves & Shawls Market, By Product

Scarves

Shawls

### Scarves & Shawls Market, By Material

Wool

Silk

Cotton

Others

### Scarves & Shawls Market, By Distribution Channel

Offline

Online

## Scarves & Shawls 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

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Scarves & Shawls Market.

### **Available Customizations:**

Global Scarves & Shawls 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **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. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

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

### **5. GLOBAL SCARVES & SHAWLS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product (Scarves, Shawls)
  - 5.2.2. By Material (Wool, Silk, Cotton, Others)
  - 5.2.3. By Distribution Channel (Offline, Online)
  - 5.2.4. By Region

- 5.2.5. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA SCARVES & SHAWLS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product
  - 6.2.2. By Material
  - 6.2.3. By Distribution Channel
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Scarves & Shawls Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Product
      - 6.3.1.2.2. By Material
      - 6.3.1.2.3. By Distribution Channel
  - 6.3.2. Canada Scarves & Shawls Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Product
      - 6.3.2.2.2. By Material
      - 6.3.2.2.3. By Distribution Channel
  - 6.3.3. Mexico Scarves & Shawls Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Product
      - 6.3.3.2.2. By Material
      - 6.3.3.2.3. By Distribution Channel

## **7. EUROPE SCARVES & SHAWLS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value

- 7.2. Market Share & Forecast
  - 7.2.1. By Product
  - 7.2.2. By Material
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Scarves & Shawls Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Product
      - 7.3.1.2.2. By Material
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. France Scarves & Shawls Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Product
      - 7.3.2.2.2. By Material
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Scarves & Shawls Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Product
      - 7.3.3.2.2. By Material
      - 7.3.3.2.3. By Distribution Channel
  - 7.3.4. Italy Scarves & Shawls Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Product
      - 7.3.4.2.2. By Material
      - 7.3.4.2.3. By Distribution Channel
  - 7.3.5. Spain Scarves & Shawls Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Product

- 7.3.5.2.2. By Material
- 7.3.5.2.3. By Distribution Channel

## **8. ASIA PACIFIC SCARVES & SHAWLS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product
  - 8.2.2. By Material
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Scarves & Shawls Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product
      - 8.3.1.2.2. By Material
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. India Scarves & Shawls Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product
      - 8.3.2.2.2. By Material
      - 8.3.2.2.3. By Distribution Channel
  - 8.3.3. Japan Scarves & Shawls Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Product
      - 8.3.3.2.2. By Material
      - 8.3.3.2.3. By Distribution Channel
  - 8.3.4. South Korea Scarves & Shawls Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Product

- 8.3.4.2.2. By Material
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Scarves & Shawls Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Product
    - 8.3.5.2.2. By Material
    - 8.3.5.2.3. By Distribution Channel

## **9. MIDDLE EAST & AFRICA SCARVES & SHAWLS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product
  - 9.2.2. By Material
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Scarves & Shawls Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product
      - 9.3.1.2.2. By Material
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. UAE Scarves & Shawls Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Product
      - 9.3.2.2.2. By Material
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. South Africa Scarves & Shawls Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Product

- 9.3.3.2.2. By Material
- 9.3.3.2.3. By Distribution Channel

## **10. SOUTH AMERICA SCARVES & SHAWLS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product
  - 10.2.2. By Material
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Scarves & Shawls Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product
      - 10.3.1.2.2. By Material
      - 10.3.1.2.3. By Distribution Channel
  - 10.3.2. Colombia Scarves & Shawls Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product
      - 10.3.2.2.2. By Material
      - 10.3.2.2.3. By Distribution Channel
  - 10.3.3. Argentina Scarves & Shawls Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Product
      - 10.3.3.2.2. By Material
      - 10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL SCARVES & SHAWLS MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Dolce & Gabbana
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. Himalayan Weavers
- 15.3. Elvang
- 15.4. Louis Vuitton
- 15.5. Chanel
- 15.6. Pashmina.com
- 15.7. The Kashmir Company
- 15.8. EZSilk
- 15.9. Shahkaar
- 15.10. Prada

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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