

# **Streetwear Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Clothing, Footwear, Accessories, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/SAC003351F04EN.html>

Date: June 2025

Pages: 184

Price: US\$ 4,500.00 (Single User License)

ID: SAC003351F04EN

## **Abstracts**

### **Market Overview**

The Global Streetwear Market was valued at USD 350.78 billion in 2024 and is expected to reach USD 511.12 billion by 2030, expanding at a CAGR of 6.48% during the forecast period. This growth is largely propelled by the increasing cultural influence of hip-hop, urban fashion, and celebrity-driven trends. Streetwear has evolved into a fusion of casual wear with high-fashion elements, resonating particularly with younger consumers who value individuality, exclusivity, and brand authenticity. Limited-edition product drops and collaborations between streetwear labels and luxury fashion houses have intensified market demand. Social media, influencer culture, and direct-to-consumer online platforms have played key roles in boosting global visibility and consumer engagement. The market is also being reshaped by innovation in design, sustainable practices, and enhanced consumer experiences through digital retail channels, making streetwear a dominant and adaptive segment in the fashion industry.

### **Key Market Drivers**

#### **Cultural Influence and Celebrity Endorsements**

The global streetwear market draws substantial momentum from its strong cultural affiliations with music, sports, and entertainment. Originally rooted in skateboarding and hip-hop culture, streetwear has become a global lifestyle trend, embraced especially by

younger demographics. Celebrities and influencers serve as powerful advocates, often shaping public perception and driving demand by sporting streetwear both on and off stage. Prominent figures like Kanye West, Pharrell Williams, and Rihanna have expanded the genre's reach through brand collaborations and signature collections. These partnerships turn product launches into cultural events, generating excitement and exclusivity. The lifestyle alignment between consumers and these influencers fosters deep brand loyalty and cements streetwear's relevance in pop culture, further accelerating its market expansion.

## **Key Market Challenges**

### **Market Saturation and Brand Dilution**

The rapid commercialization and widespread popularity of streetwear have led to market overcrowding, presenting a serious challenge for both emerging and established players. The influx of brands mimicking streetwear aesthetics has diluted the uniqueness and exclusivity that initially defined the segment. As more companies adopt limited drops and influencer partnerships, it becomes harder for original labels to differentiate themselves and retain cultural credibility. Overexposure risks alienating core consumers who value authenticity and subcultural roots. Additionally, consumer fatigue may set in due to the frequent release cycles and repetitive design trends. Navigating this saturated landscape requires brands to balance innovation with heritage, while maintaining a clear brand identity amid growing competition and shifting consumer expectations.

## **Key Market Trends**

### **Rise of Sustainable and Ethical Streetwear**

Sustainability has emerged as a defining movement within the streetwear industry, driven by growing environmental awareness among Gen Z and millennial consumers. Traditionally associated with mass production and trend-driven overconsumption, streetwear is undergoing a shift toward eco-conscious practices. Brands are now incorporating recycled fabrics, biodegradable materials, and low-impact manufacturing processes into their collections. Initiatives like clothing take-back programs, ethical sourcing, and carbon footprint reduction are being integrated into brand strategies. Startups and niche labels that emphasize transparency and ethical production are gaining traction and building loyal followings. Collaborations between streetwear brands and environmental organizations are also helping to reshape consumer expectations.

As sustainability becomes a differentiator, brands that commit to responsible practices are positioned to achieve long-term relevance and consumer trust.

### **Key Market Players**

Nike, Inc.

Supreme New York LLC

Stussy, Inc.

BAPE

Adidas AG

Off-White LLC

Vetements SARL

Palace Skateboards Ltd.

Roaringwild International Limited

Undercover Co., Ltd.

### **Report Scope:**

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

Streetwear Market, By Product Type:

Clothing

Footwear

Accessories

Others

Streetwear Market, By Distribution Channel:

Online

Offline

Streetwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## **Competitive Landscape**

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

## **Available Customizations:**

Global Streetwear 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. INTRODUCTION**

- 1.1. Market 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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **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
- 3.5. Overview of Market Drivers, Challenges, and Trends

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

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. GLOBAL STREETWEAR MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Clothing, Footwear, Accessories, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA STREETWEAR MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By Country

## 6.3. North America: Country Analysis

6.3.1. United States Streetwear 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 Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Streetwear 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 Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Streetwear 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 Type

6.3.3.2.2. By Distribution Channel

# 7. EUROPE STREETWEAR MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

### 7.2.1. By Product Type

### 7.2.2. By Distribution Channel

### 7.2.3. By Country

## 7.3. Europe: Country Analysis

### 7.3.1. France Streetwear 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 Type

##### 7.3.1.2.2. By Distribution Channel

### 7.3.2. Germany Streetwear 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 Type

##### 7.3.2.2.2. By Distribution Channel

### 7.3.3. Spain Streetwear 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 Type

##### 7.3.3.2.2. By Distribution Channel

### 7.3.4. Italy Streetwear 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 Type

##### 7.3.4.2.2. By Distribution Channel

### 7.3.5. United Kingdom Streetwear 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 Type

##### 7.3.5.2.2. By Distribution Channel

## 8. ASIA-PACIFIC STREETWEAR MARKET OUTLOOK

### 8.1. Market Size & Forecast

- 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type
  - 8.2.2. By Distribution Channel
  - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1.China Streetwear 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 Type
      - 8.3.1.2.2. By Distribution Channel
  - 8.3.2.Japan Streetwear 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 Type
      - 8.3.2.2.2. By Distribution Channel
  - 8.3.3. India Streetwear 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 Type
      - 8.3.3.2.2. By Distribution Channel
  - 8.3.4. Vietnam Streetwear 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 Type
      - 8.3.4.2.2. By Distribution Channel
  - 8.3.5. South Korea Streetwear 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 Type
      - 8.3.5.2.2. By Distribution Channel

## **9. MIDDLE EAST & AFRICA STREETWEAR MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By Distribution Channel
  - 9.2.3. By Country
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Streetwear 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 Type
      - 9.3.1.2.2. By Distribution Channel
  - 9.3.2. Saudi Arabia Streetwear 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 Type
      - 9.3.2.2.2. By Distribution Channel
  - 9.3.3. UAE Streetwear 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 Type
      - 9.3.3.2.2. By Distribution Channel
  - 9.3.4. Turkey Streetwear Market Outlook
    - 9.3.4.1. Market Size & Forecast
      - 9.3.4.1.1. By Value
    - 9.3.4.2. Market Share & Forecast
      - 9.3.4.2.1. By Product Type
      - 9.3.4.2.2. By Distribution Channel

## **10. SOUTH AMERICA STREETWEAR MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type
  - 10.2.2. By Distribution Channel

#### 10.2.3. By Country

### 10.3. South America: Country Analysis

#### 10.3.1. Brazil Streetwear 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 Type

###### 10.3.1.2.2. By Distribution Channel

#### 10.3.2. Argentina Streetwear 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 Type

###### 10.3.2.2.2. By Distribution Channel

#### 10.3.3. Colombia Streetwear 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 Type

###### 10.3.3.2.2. 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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

## 14. PORTERS 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. Company Profiles

15.1.1. Nike, Inc.

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Supreme New York LLC

15.1.3. Stussy, Inc.

15.1.4. BAPE

15.1.5. Adidas AG

15.1.6. Off-White LLC

15.1.7. Vetements SARL

15.1.8. Palace Skateboards Ltd.

15.1.9. Roaringwild International Limited

15.1.10. Undercover Co., Ltd.

## **16. STRATEGIC RECOMMENDATIONS**

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

## I would like to order

Product name: Streetwear Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Clothing, Footwear, Accessories, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/SAC003351F04EN.html>

Price: US\$ 4,500.00 (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/SAC003351F04EN.html>