

# **Women's Sports & Swimwear Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material Type (Synthetic, Cotton, Polyester, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Multi Branded Stores, Online, Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Women's Sports & Swimwear Market has valued at USD 91.4 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.24% through 2028. The global sports and swimwear market is a dynamic and thriving industry that encompasses a wide range of athletic and aquatic apparel. It has experienced consistent growth over the years, fueled by several key factors.

First and foremost, the rising global awareness of the importance of physical fitness and active lifestyles has led to an increased demand for sports apparel. People are not only engaging in sports and fitness activities for health reasons but also as part of a fashion statement. This has given rise to athleisure, a trend where sportswear is worn not only during workouts but also in everyday life.

Innovation in materials and technology has played a pivotal role in shaping the market. The development of moisture-wicking fabrics, compression wear, and sustainable materials has provided consumers with more comfortable and eco-friendly options. Additionally, smart textiles and wearables integrated into sports and swimwear have gained popularity, allowing users to monitor their performance and health metrics.

Fashion trends also influence this market significantly. Consumers seek trendy designs

and styles, not only for performance but also for social and recreational purposes. As a result, collaborations between sports and fashion brands have become common, further driving market growth.

Globalization and e-commerce have expanded market reach, enabling consumers to access a wide variety of sports and swimwear from around the world. The market continues to evolve, with an emphasis on inclusivity, sustainability, and technological advancements, ensuring a promising future for this vibrant industry.

## Key Market Drivers

### Rising Health and Fitness Consciousness

One of the primary drivers of the sports and swimwear market is the growing awareness of the importance of health and fitness. In recent years, there has been a global shift toward healthier lifestyles, with more individuals recognizing the benefits of regular exercise and physical activity. This change in mindset has resulted in increased participation in sports, fitness, and recreational activities, driving up the demand for suitable sportswear and swimwear.

Consumers are not only seeking functionality but also comfort and style in their activewear. This has given rise to the trend known as 'athleisure,' where sports clothing and swimwear are not only used for athletic activities but also as fashionable everyday attire. As a result, sportswear and swimwear manufacturers are designing products that seamlessly blend performance with fashion, catering to a diverse consumer base.

### Technological Advancements in Materials

Another critical driver is the continuous innovation in materials and technologies used in sports and swimwear manufacturing. The development of high-performance, moisture-wicking fabrics, and advanced compression materials has significantly improved the comfort and functionality of these garments. These materials help in moisture management, temperature regulation, and muscle support, making sportswear and swimwear more effective for their intended purposes.

Additionally, sustainability has become a focal point in the industry. Manufacturers are increasingly adopting eco-friendly materials such as recycled fibers and organic cotton to reduce their environmental footprint. This shift toward sustainability aligns with consumer preferences for environmentally responsible products.

Furthermore, the integration of technology into sportswear is a notable trend. Smart textiles embedded with sensors and wearables have gained popularity, allowing users to monitor their physical performance and health metrics. These innovations provide a holistic fitness experience and cater to tech-savvy consumers seeking data-driven insights.

### Fashion Trends and Collaborations

Fashion trends play a significant role in the sports and swimwear market. Consumers are not just looking for functional activewear but also stylish and trendy options. The fusion of fashion and sportswear has given rise to collaborations between sports brands and renowned fashion designers, celebrities, and influencers. These collaborations create limited-edition collections that blend performance and aesthetics, attracting fashion-conscious consumers.

Athleisure has blurred the lines between athletic and casual wear. Sports and swimwear are no longer confined to the gym or the pool; they have become a part of everyday fashion. This shift has led to the adoption of athleisure pieces like leggings, sports bras, and joggers as everyday apparel, further driving the market's growth.

Social media platforms have played a pivotal role in disseminating fashion trends in sports and swimwear. Influencers and fitness enthusiasts share their workout routines and style choices, influencing consumer preferences and driving demand for trendy activewear.

### Globalization and E-Commerce

The sports and swimwear market has witnessed significant globalization, with products from different regions being accessible to consumers worldwide. This globalization is facilitated by e-commerce platforms, which have expanded the market's reach and accessibility. Consumers can now explore and purchase a wide variety of sports and swimwear from different brands, countries, and cultures, all from the comfort of their homes.

E-commerce has also enabled smaller, niche sportswear and swimwear brands to compete on a global scale. This has encouraged innovation and diversity in the market, with consumers having access to a broader range of products catering to their specific needs and preferences.

The convenience of online shopping, along with features like virtual try-ons and user reviews, has further accelerated the growth of e-commerce in the sports and swimwear sector. Moreover, the COVID-19 pandemic reinforced the importance of online shopping, as many consumers turned to e-commerce for their shopping needs, including sportswear and swimwear.

### Inclusivity and Customization

Inclusivity and customization have emerged as significant drivers in the sports and swimwear market. Consumers are increasingly seeking products that cater to diverse body types, gender identities, and cultural backgrounds. Brands are responding to this demand by expanding their size ranges, offering gender-neutral options, and embracing a more inclusive marketing approach.

Customization is another aspect gaining traction. Many companies now offer personalized sportswear and swimwear, allowing customers to choose colors, designs, and even sizes tailored to their preferences. This customization not only enhances the overall shopping experience but also ensures a better fit and higher customer satisfaction.

Furthermore, the market has seen a surge in performance wear for specific sports and activities, such as yoga, running, and swimming. These specialized garments are designed to provide optimal support and functionality for particular activities, catering to enthusiasts seeking peak performance in their chosen disciplines.

### Key Market Challenges

#### Sustainability and Environmental Concerns

One of the most pressing challenges facing the sports and swimwear industry is sustainability and its impact on the environment. The production of sportswear and swimwear often involves the use of synthetic materials, such as polyester and nylon, which are derived from petrochemicals and can contribute to environmental degradation.

The fashion industry, including sports and swimwear, is known for its high water consumption, pollution of water bodies, and contribution to microplastic pollution. The use of harmful chemicals in the dyeing and finishing processes of textiles also poses

environmental risks. Consumers, especially in recent years, have become more conscious of these issues and are actively seeking eco-friendly and sustainable alternatives.

To address these concerns, some sports and swimwear brands are adopting sustainable practices. This includes using recycled materials, organic cotton, and eco-friendly dyes, as well as implementing responsible manufacturing processes. However, achieving sustainability across the entire supply chain remains a complex challenge, particularly for larger companies with global operations.

Moreover, there is a need for greater transparency in the industry regarding the environmental impact of products. Consumers are increasingly looking for information on the sourcing and manufacturing of sportswear and swimwear to make informed choices. Brands that can provide this information and demonstrate their commitment to sustainability stand to gain a competitive edge.

### Supply Chain Disruptions

The sports and swimwear market, like many other industries, has been susceptible to supply chain disruptions, which have become more evident in recent years due to events like the COVID-19 pandemic and global trade tensions. These disruptions can lead to delays in production, shipping, and distribution, impacting the availability of products and causing fluctuations in prices.

Supply chain disruptions can be caused by a variety of factors, including natural disasters, labor strikes, trade disputes, and disruptions in transportation infrastructure. The pandemic, in particular, highlighted vulnerabilities in global supply chains as manufacturing facilities closed, shipping routes were disrupted, and the availability of raw materials became uncertain.

To mitigate these challenges, some sports and swimwear brands are diversifying their supply chains, seeking alternative sourcing options, and exploring regional manufacturing. However, these strategies may come with increased costs, which could potentially be passed on to consumers.

Additionally, digitalization and the use of technology, such as blockchain, are being explored to enhance transparency and traceability within supply chains. These innovations can help identify and address disruptions more effectively and improve communication between suppliers, manufacturers, and retailers.

## Evolving Consumer Preferences

Meeting evolving consumer preferences is an ongoing challenge for the sports and swimwear industry. Consumers today are more demanding and discerning, seeking products that not only meet their functional needs but also align with their values and lifestyle choices.

One notable shift is the growing demand for inclusive sizing and gender-neutral options. Brands that fail to offer a wide range of sizes or that maintain rigid gender-based distinctions may miss out on a significant portion of the market. Additionally, consumers are increasingly looking for activewear and swimwear that caters to various body types and cultural backgrounds, emphasizing inclusivity and diversity.

Sustainability is another aspect of consumer preference. As mentioned earlier, consumers are actively seeking eco-friendly and sustainable products. Brands that do not prioritize sustainability may face backlash and lose market share to competitors that embrace more responsible practices.

Furthermore, fashion trends evolve rapidly, and brands must stay attuned to these changes to remain relevant. The rise of athleisure, for example, has blurred the lines between athletic and casual wear, impacting the design and marketing of sports and swimwear. Keeping up with these trends while maintaining quality and functionality is a challenge for brands.

## Counterfeit Products and Intellectual Property Concerns

Counterfeit products and intellectual property (IP) concerns pose significant challenges to the sports and swimwear industry. Counterfeit sportswear and swimwear not only undermine brand reputation but also potentially compromise product quality and safety. Consumers who unknowingly purchase counterfeit items may experience disappointment and harm.

IP concerns include the unauthorized use of brand logos, designs, and patents by counterfeit manufacturers. Online marketplaces have made it easier for counterfeit products to proliferate, as they provide a platform for anonymous sellers to distribute fake goods. Brand protection and IP enforcement are crucial for the industry, but they require significant resources and legal efforts.

Additionally, the rapid pace of design innovation makes it challenging to protect IP effectively. Some sports and swimwear brands invest heavily in research and development to create unique designs and technologies, only to have them copied by counterfeiters.

To address these challenges, brands are investing in anti-counterfeiting technologies, pursuing legal action against counterfeiters, and educating consumers on how to identify genuine products. Collaborative efforts between brands, governments, and online marketplaces are also essential to combat counterfeit sales effectively.

## Key Market Trends

### Sustainable Materials and Practices

Sustainability has become a dominant trend in the sports and swimwear market. Consumers are increasingly conscious of the environmental impact of their purchases and are seeking products made from sustainable materials. As a result, brands are shifting towards using recycled and eco-friendly fabrics, such as recycled polyester and organic cotton, in their product lines.

Sustainable practices extend beyond materials to encompass ethical and responsible manufacturing processes. Brands are embracing fair labor practices, reducing waste in production, and implementing eco-friendly dyeing and finishing methods. Transparency in the supply chain is also crucial, with brands providing information on sourcing and production to inform consumers about their sustainability efforts.

Furthermore, circular fashion models, such as take-back programs and recycling initiatives, are gaining traction. These initiatives encourage consumers to return old sportswear and swimwear for recycling or upcycling, reducing the environmental footprint of these products.

### Inclusivity and Body Positivity

Inclusivity and body positivity are driving significant changes in the sports and swimwear market. Brands are recognizing the importance of offering products that cater to diverse body types, gender identities, and cultural backgrounds. This trend is evident in expanded size ranges, gender-neutral collections, and marketing campaigns that celebrate body diversity.

Inclusivity also extends to adaptive sportswear, designed to meet the needs of individuals with disabilities. Brands are developing products that provide support and comfort for various physical abilities, enabling more people to participate in sports and physical activities.

The fashion industry, including sports and swimwear, is moving away from unrealistic beauty standards and promoting body positivity. This shift aligns with consumer expectations for authentic and relatable marketing that represents a wide range of body types and identities.

### Smart and Connected Sportswear

The integration of technology into sportswear is a growing trend. Smart textiles and wearable technology are enhancing the performance and functionality of sports apparel. These innovations allow users to monitor their physical activity, track health metrics, and receive real-time feedback during workouts.

Smart sportswear includes features such as heart rate monitoring, GPS tracking, and moisture sensors. These technologies provide valuable data to users, helping them optimize their training and improve their overall fitness. Some sportswear brands are even partnering with tech companies to develop garments with integrated sensors and biometric tracking capabilities.

The connectivity trend extends to swimwear as well, with some brands incorporating technology to improve swim performance and safety. For example, smart swimwear may include built-in flotation devices or GPS trackers for open water swimmers.

### Athleisure Dominance

Athleisure, the fusion of athletic and leisurewear, continues to dominate the fashion landscape. Sportswear and swimwear are no longer confined to the gym or the pool; they have become a staple of everyday fashion. Consumers are seeking versatile activewear pieces that transition seamlessly from workouts to casual outings.

Leggings, sports bras, joggers, and hoodies are among the popular athleisure items that consumers incorporate into their daily wardrobes. Athleisure is characterized by its comfort, style, and functionality, making it ideal for an active and on-the-go lifestyle.

The athleisure trend is not limited to traditional sportswear brands. Fashion designers

and retailers from various backgrounds are embracing athleisure aesthetics, resulting in a diverse range of options for consumers.

### Virtual Fitting and Try-Ons

The growth of e-commerce has led to the adoption of virtual fitting and try-on technologies in the sports and swimwear market. These innovations address the challenge of finding the right fit when shopping online.

Virtual fitting rooms use augmented reality (AR) or artificial intelligence (AI) to allow consumers to visualize how a piece of sportswear or swimwear will look and fit on their bodies. Some apps and websites provide measurements and sizing recommendations based on user inputs.

Virtual try-on experiences are becoming increasingly realistic, enabling consumers to 'try on' garments virtually, assess fit and style, and make more informed purchase decisions. This technology not only enhances the online shopping experience but also reduces the likelihood of returns due to poor fit.

### Collaborations and Limited Editions

Collaborations between sports and swimwear brands and other companies, designers, celebrities, and influencers are a prominent trend. These partnerships result in limited-edition collections that blend performance and fashion, creating buzz and demand among consumers.

Collaborative collections often feature unique designs, innovative materials, and branding that reflect the identities of both collaborators. Limited availability adds an element of exclusivity, driving excitement and sales.

These collaborations serve multiple purposes, from introducing sports and swimwear brands to new audiences to enhancing brand image and generating media coverage. They also tap into the influence of celebrities and social media personalities, who can promote the collections to their followers.

### Segmental Insights

#### Material Type Insights

Polyester has emerged as a growing and significant segment within the sports and swimwear market. This synthetic fiber's popularity can be attributed to its versatility, durability, and affordability, making it a preferred choice for both manufacturers and consumers.

One of the key factors contributing to the growth of polyester in sportswear and swimwear is its moisture-wicking and quick-drying properties. Polyester fabrics efficiently wick away sweat from the body, keeping athletes and swimmers dry during intense physical activities. This moisture management capability enhances comfort and helps regulate body temperature, a crucial aspect of performance and comfort in sportswear.

Polyester's durability and resistance to wear and tear make it ideal for sportswear, which often undergoes rigorous use. Whether it's high-impact workouts or outdoor sports, polyester fabrics can withstand the demands of various activities, ensuring the longevity of sportswear products.

Furthermore, polyester's affordability and ease of production have made it an attractive choice for manufacturers, allowing them to offer competitively priced sportswear and swimwear to a broad consumer base.

In addition to its functional benefits, polyester's adaptability to various finishes and treatments, such as moisture-wicking, UV protection, and antimicrobial coatings, further enhance its appeal in the sports and swimwear market. As the demand for high-performance and fashionable activewear continues to grow, polyester's prominence within this industry is likely to persist, driven by its exceptional attributes and cost-effectiveness.

### Sales Channel Insights

The online segment of the global women's sports and swimwear market is experiencing remarkable growth, driven by shifting consumer preferences, digitalization, and the convenience of e-commerce. This trend has been further accelerated by the global COVID-19 pandemic, which prompted more consumers to turn to online shopping for their activewear and swimwear needs.

Firstly, the convenience of online shopping has made it an attractive option for consumers seeking women's sports and swimwear. Shoppers can browse a wide range of products from the comfort of their homes, access customer reviews, and take

advantage of virtual try-on features, which enhances the overall shopping experience.

Secondly, the ability to access products from a global marketplace has expanded consumer choices. Online retailers offer a vast selection of women's sportswear and swimwear from various brands and regions, allowing shoppers to find unique styles, designs, and sizes that may not be readily available in local physical stores.

Thirdly, digital marketing and social media have played a significant role in promoting online sales. Brands and influencers use social platforms to showcase their products, provide styling tips, and engage with customers directly, creating a more personalized shopping experience.

Moreover, online sales have also contributed to the growth of niche and emerging sportswear and swimwear brands, as they can reach a global audience without the need for an extensive physical retail presence.

Overall, the online segment of the global women's sports and swimwear market is poised to continue growing as more consumers recognize the convenience, variety, and accessibility it offers. Brands and retailers are likely to invest further in their online presence and digital strategies to meet the evolving demands of the modern consumer.

## Regional Insights

Europe stands as a burgeoning segment in the global women's sports and swimwear market, characterized by evolving consumer preferences, increased health and fitness awareness, and a growing emphasis on sustainable fashion choices.

Firstly, Europe has witnessed a significant uptick in health and fitness consciousness, with more individuals embracing active lifestyles. This shift has translated into a higher demand for sportswear and swimwear that not only offer functionality but also combine comfort and style. European consumers are increasingly seeking versatile activewear that can seamlessly transition from workouts to casual outings, aligning with the global athleisure trend.

Secondly, sustainability has become a paramount concern for European consumers. Eco-friendly materials, responsible manufacturing practices, and transparent supply chains are now pivotal factors in purchasing decisions. As a result, brands in Europe are investing in sustainable innovations, such as recycled fabrics and eco-conscious production processes, to cater to this growing demand for eco-friendly sportswear and

swimwear.

Additionally, Europe's fashion-forward culture plays a substantial role in driving the growth of the sportswear and swimwear market. European consumers value not only functionality but also aesthetics. This has led to a proliferation of stylish and trendy sportswear collections that resonate with fashion-conscious shoppers.

Furthermore, the convenience of online shopping and the ability to access a wide range of international sportswear and swimwear brands have fueled the growth of this segment. As European consumers increasingly turn to e-commerce for their fashion needs, the market's expansion in the region is expected to continue. Overall, Europe's women's sports and swimwear market represents a dynamic and promising segment within the global industry.

### Key Market Players

Adidas AG

Fila Korea Corporation

Asics Corporation

Columbia Sportswear Company

Lululemon Athletica, Inc.

New Balance, Inc.

Under Armour, Inc.

Puma SE

Adidas AG

Nike, Inc.

### Report Scope:

In this report, the Global Women's Sports & Swimwear Market has been segmented

*Women's Sports & Swimwear Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented B...*

into the following categories, in addition to the industry trends which have also been detailed below:

Women's Sports & Swimwear Market, By Material Type:

Synthetic

Cotton

Polyester

Others

Women's Sports & Swimwear Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Multi Branded Stores

Online

Other

Women's Sports & Swimwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Women's Sports & Swimwear Market.

## Available Customizations:

Global Women's Sports & Swimwear 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).

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