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Water Sports Apparel: Innovation Keeps Brands Afloat

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Abstracts

Water sports apparel is designed to keep the wearer warm while he or she participates in underwater and surface water sports and recreational activities -- such as diving, snorkelling, sailing and surfing. These activities require apparel with one or more of several high performance properties, including thermal insulation, waterproofness and breathability. In general, manufacturers of water sports apparel have suffered in recent years as a result of the global economic crisis, declining participation rates in many water sports and changing consumer tastes. Many manufacturers have reacted positively by introducing product innovations such as inflatable wetsuits, boardshorts incorporating compression technology and garments made from environmentally friendly materials, in order to increase sales. This report provides a wealth of information on: the development of the water sports industry; participation in water sports; the market for water sports apparel; and key suppliers in the water sports apparel market. The report also features information on: the different types of apparel for underwater sports and surface water sports; footwear and accessories worn for water sports; the role of fashion in the water sports apparel market; and innovations in water sports apparel. Also, it provides an outlook for the future of the market.

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Diving Unlimited International: ECODiveWear
O'Neill: Technobutter
Patagonia: no chafing boardshorts
Patagonia and Yulex Corporation: wetsuit made from biomaterials
Quiksilver: Reactor Xplosive Boardshort
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Waterproof: W30

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