

# **Asia Pacific Beach Towels Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Anti-Microbial and Regular), Material Type (Cotton, Microfiber, Polyester, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Asia Pacific beach towels market is expected to grow from US\$ 178.84 million in 2022 to US\$ 226.45 million by 2028. It is estimated to grow at a CAGR of 4.0% from 2022 to 2028.

Product Innovation Pertaining to Beach Towels is Driving the Asia Pacific Beach Towels Market

Various fabric companies are trying to innovate fabrics used for designing beach towels. Some companies are using recycled fabric to make towels eco-friendly, sand-repellent, antimicrobial, lightweight, and rapidly drying. They are also trying to develop towels that can hold three times their weight in water and are ultra-portable so that a full-sized towel can be folded up to the size of a giant burrito, making it a perfect choice for traveling when space is at a premium. Such rising innovations in fabrics used to manufacture beach towels are anticipated to surge the market growth in the coming years. Some fabrics used in towels allow sand to slip off quickly without getting lodged in fibers like a traditional cotton towel. Manufacturers focus on product innovation to serve their customers better. These beach towels are sand-free, rapidly drying, ultra-absorbent, and compact & lightweight. With such product innovations, manufacturers are expected to expand their reach and gain a competitive edge in Asia Pacific beach towels market .

## Asia Pacific Beach Towels Market Overview

The increasing purchasing power, leading to higher expenditure on personal care products is augmenting the Asia Pacific beach towels market. According to the World Bank Organization 2021, the household disposable income of Asia Pacific has been revised to 7.9%. In addition, durability, strength, cost efficiency, water resistance, sand-free, and reasonably low weight are among the features of a beach towels that help boost their sales in the region. Beach towels are preferred as they provide comfort to sit or lie on the beach, protecting from the hot sand. The use of fabrics and personal care products is gaining traction in the region. Transforming lifestyle, growing awareness, and rapidly changing fashion trends led to the adoption of beach towels in the region. Recently, Asian countries such as Indonesia, Maldives, Vietnam, and Malaysia witnessed a boom in the tourism industry. People's urge to explore new destinations and rising trend of spending vacations at oceans fueled the demand for beach towels across the region. The e-commerce industry is booming and witnessing a dramatic shift as consumers are increasingly preferring online platforms for purchasing essential commodities. As online platforms are most-preferred distribution channels due to their shopping and product delivery convenience, they are driving the demand for beach towels.

### Asia Pacific Beach Towels Market Revenue and Forecast to 2028 (US\$ Million)

#### Asia Pacific Beach Towels Market Segmentation

The Asia Pacific beach towels market is segmented based on type, material type, distribution channel, and country.

Based on type, the Asia Pacific beach towels market is bifurcated into anti-microbial and regular. The regular segment held a larger market share in 2022.

Based on material type, the Asia Pacific beach towels market is segmented into cotton, microfiber, polyester, and others. The cotton segment held the largest market share in 2022.

Based on distribution channel, the Asia Pacific beach towels market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

Based on country, the Asia Pacific beach towels market has been categorized into

China, India, Japan, South Korea, Australia, and the Rest of Asia Pacific. Our regional analysis states that China dominated the market in 2022.

Canningvale Australia Pty Ltd., Dock & Bay Ltd, Hatton Textiles International Ltd., Oasis Towels, Pendleton Woolen Mills Inc., Qihai Textile Co. Ltd., Sandex Corp, and Snappy Towels Inc. are the leading companies operating in the Asia Pacific beach towels market.

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