

# **Europe 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 Europe beach towels market is expected to grow from US\$ 132.27 million in 2022 to US\$ 189.04 million by 2028. It is estimated to grow at a CAGR of 6.1% from 2022 to 2028.

### **Growing Recreational Activities at Beaches is Driving the Europe Beach Towels Market**

Over the decades, people's lifestyle across the region has evolved dramatically. Due to hectic work schedules, people are increasingly focusing on reviving their mental health by visiting recreational destinations, including beaches. Apart from scenic beauty and fresh air, beaches are largely visited for experiencing various innovative recreational activities, thereby further adding to the popularity of beach vacations. As most of the beach activities involve water sports, beach towels become one of the most essential commodities. Beach towels are bigger than regular bath towels and are generally made with recycled microfiber that does not cling onto sand. These towels can be easily dusted after being placed on sand while partying at the beach. Beaches are thronged by people of all age groups not just for improving mental health but also physical fitness, as water sports help increase metabolism and burn calories. All these factors are boosting the market for beach towels. Moreover, sunbathing is highly advised due to its therapeutic benefits. It can kill bacteria. This makes travelers opt for beach vacations, thereby surging the demand of beach towels and propelling the Europe beach towels

market expansion.

## Europe Beach Towels Market Overview

The sun & beach tourism is the largest tourism sector in Europe, as people prefer ocean-side vacations. The sun & beach holidays are quite popular across the Eastern European countries, such as Slovenia, Croatia, and Greece. According to the Centre for the Promotion of Imports from developing countries' report published on January 28, 2021, 50% of Italians preferred beach holidays, far above the average European in 2020. Also, France, Germany, and the UK are significant markets for sun & beach tourism. These factors are accelerating the Europe beach towels market. Over the past few years, millennial travelers in European countries are increasingly looking for adventure and unique experience. Moreover, Europeans are adopting community-based tourism, which involves soft adventurous activities, such as walking on the beach and sea canoeing; athletic engagement involving swimming and surfing; nautical activities such as sailing, diving, and other water sports; and cultural activities involving visiting a coastal village. These activities compel consumers to buy necessary beach gears and accessories to protect from extreme sunny weather. With high purchasing power, people are spending more on beach wear. Besides, social media, magazines, and TV commercials are increasing consumer's knowledge of beach wear products and compelling them to research different brands online or at nearby stores. These aspects are responsible for the notable growth of the Europe beach towels market.

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

### Europe Beach Towels Market Segmentation

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

Based on type, the Europe 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 Europe 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 Europe 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 Europe beach towels market has been categorized into the UK, Germany, France, Italy, Russia, and the Rest of Europe. Our regional analysis states that the Rest of Europe 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 Europe beach towels market.

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