

Middle East & Africa 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 Middle East & Africa beach towels market is expected to grow from US\$ 43.51 million in 2022 to US\$ 50.22 million by 2028. It is estimated to grow at a CAGR of 2.4% from 2022 to 2028.

Flourishment of E-Commerce is Fueling the Middle East & Africa Beach Towels Market

In recent years, the organized retail sector underwent a massive transformation. The emergence of e-commerce considerably changed the way people shop and spend their money. The increasing penetration of internet and smartphones, easy access to emerging technologies, rising purchasing power, and convenience of shopping from anywhere anytime provided by online retail platforms are among key factors bolstering e-commerce. With increasing adoption of e-commerce services, the demand for beach towels is expected to increase and further anticipated to drive the market growth in future. Moreover, people increasingly prefer online retail platforms for purchasing household products and heavy discounts, wide availability of different brands under one roof, and home delivery options are other notable factors driving the demand for online shopping. With the rising penetration of e-commerce across different countries, manufacturers are expanding their online presence by selling through well-known platforms, such as Amazon.com and Walmart. These factors are likely to contribute to

the growth of the Middle East & Africa beach towels market by eliminating the dependency on offline retail stores.

Middle East & Africa Beach Towels Market Overview

Beach towels have become increasingly popular in the Middle East & Africa due to their advantages over regular towels. Beach towels are available with features such as antimicrobial, anti-fungal, sand-free, and lightweight, as well as in a wide range of fabrics, colors, and designs, thereby driving their acceptance among people. Moreover, changing preferences of modern consumers, travelling preferences of millennials, increasing disposable income, and rising purchasing power are among the factors surging the beach towels market growth across the region. However, the availability of substitutes such as regular bath towels and beach blankets is hampering the market expansion. Still, the increasing expenditure on personal care products and on-going fashion trends are propelling the Middle East & Africa beach towels market growth.

Middle East & Africa Beach Towels Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Beach Towels Market Segmentation

The Middle East & Africa beach towels market is segmented based on type, material type, distribution channel, and country.

Based on type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa beach towels market has been categorized into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. Our regional analysis states that the Rest of Middle East & Africa dominated the market in 2022.

Dock & Bay Ltd, Oasis Towels, Sandex Corp, and Snappy Towels Inc. are the leading companies operating in the Middle East & Africa beach towels market.

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