

North America 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 North America beach towels market is expected to grow from US\$ 109.32 million in 2022 to US\$ 147.88 million by 2028. It is estimated to grow at a CAGR of 5.2% from 2022 to 2028.

Increasing Demand for Antimicrobial Beach Towels is Driving the North America Beach Towels Market

Beach sand contains harmful microbes that affect human health. The most common pathogenic bacteria in the seaside environment belong to the genera Staphylococcus and Streptococcus. Beach visitors frequently contract skin and hair infections due to microbial contamination. Several rising prevalence of illness caused by microbial contamination is making people conscious about health and hygiene, eventually demanding antimicrobial beach towels. Antimicrobial beach towels linens are infused with germ-killing and odor-destroying properties, which help in keeping the skin safe. Using these towels has reportedly reduced instances of hair and skin-based problems and fungal infections. Beach towels also withstand bleach and peroxide, making them incredibly versatile. These aspects are responsible for catalyzing the demand for antimicrobial towels and driving the North America beach towels market .

North America Beach Towels Market Overview

North America is one of the most significant region for the beach towels market, with the US, Canada, and Mexico being the major contributors to the regional market growth. The market is gaining traction due to the rising ocean-based tourism in the US states, such as California, Florida, New York, Hawaii, and Illinois. National Oceanic and Atmospheric Administration revealed on April 11, 2022 that the ocean-based tourism and recreation sector contributes ~US\$ 143 billion in gross domestic product (GDP) to North America's economy every year. Hence, the emerging ocean-based industry in the region has been witnessing lucrative growth opportunities in the beach towels market. The growing traction of beach vacations due to innovative recreational activities and increasing purchasing power propels the demand for beach towels across the region. Generally, beach towels are larger than the regular ones, sand-free, lightweight, easy to store and transport, as well as quick dry, making them a suitable choice to recline on the beach sand. Manufacturers are rigorously introducing new product innovations to cater to the consumer's demands. Evolve Travel Goods, an Illinois-based manufacturer, launched a sand-repellent, anti-microbial, lightweight, and rapidly drying towel made of Eco-lite microfiber on August 21, 2018. The rising consumer awareness about fabrics and benefits of beach towels is driving the North America beach towels market.

North America Beach Towels Market Revenue and Forecast to 2028 (US\$ Million)

North America Beach Towels Market Segmentation

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

Based on type, the North America 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 North America 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 North America 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 North America beach towels market has been categorized into

the US, Canada, and Mexico. Our regional analysis states that the US dominated the market in 2022.

Canningvale Australia Pty Ltd., Dock & Bay Ltd, Hatton Textiles International Ltd., Melody Blue LLC, Oasis Towels, Pendleton Woolen Mills Inc., Qihai Textile Co. Ltd., Sandex Corp, Snappy Towels Inc., and Tofino Towel Co. are the leading companies operating in the North America beach towels market.

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