

# **North America Workwear Market to 2028 – COVID-19 Impact and Regional Analysis – by Product Type (Topwear, Bottomwear, and Coveralls), Category (Men, Women, and Unisex), End Use (Construction, Oil and Gas, Chemicals, Healthcare, and Others), and Distribution Channel (Wholesalers, Supermarkets and Hypermarkets, Specialty Stores, and Online Platforms)**

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## **Abstracts**

The North America workwear market forecast is expected to grow from US\$ 11,240.40 million in 2022 to US\$ 15,347.10 million by 2028. It is estimated to grow at a CAGR of 5.3% from 2022 to 2028.

### **Increase in Number of Industrial Accidents Fuel North America Workwear Market**

Industrial accidents are one of the major concerns across various industrial sectors. These accidents have severe consequences on human health. There have been numerous cases of accidents at work globally in various industries such as construction, oil & gas, and mining. Further, International Labour Organization (ILO) stated that work-related diseases caused the most deaths among workers. Various industries such as construction, mining, oil & gas, automotive, and healthcare record numerous work-related deaths and injuries. The construction industry has a disproportionately high rate of recorded accidents. According to the International Journal for Research in Applied Science & Engineering Technology, construction-related deaths accounted for around 18.17% of fatalities across the US from 2009 to 2018. The rising rate of accidents at work has shifted the focus toward employee safety, which is increasing the demand for industrial workwear.

Owing to the increasing number of industrial accidents, employers are adopting several standards defined by national and international organizations to ensure the well-being and safety of their employees at the workplace. Industrial workwear is designed to provide protection and comfort to users and help them avoid severe fatalities at the workplace, thereby improving the working efficiency of the workers. The functional workwear provides safety and durability while working across diversified industrial bases. Thus, an increase in industrial accidents and work-related mortality has surged the demand for the use of workwear to ensure the workers' safety, which, in turn, is contributing to the market's growth.

### North America Workwear Market Overview

Increasing cases of occupational injuries, an increase in the number of surgeries and occupational deaths, high demand for safety apparel, growing expenditure on work safety by the end users such as oil and gas, food, automotive, and the presence of major market players are some of the prominent factors propelling the workwear market growth in North America. In addition, stringent government regulations in the region regarding the safety of working professionals in factories and on-site workers, coupled with penalties for non-compliance with the standards, augmented the adoption of workwear. The rise in demand for industrial workwear, mainly from oil & gas, chemical, construction, healthcare, and other industries, is fueling the market growth in the region. Workers across these industries are exposed to various risks owing to the nature of the job or task. Therefore, these industries require functional and high-performance workwear, which endure such extremities at the workplace.

Exhibit: North America Workwear Market Revenue and Forecast to 2028 (US\$ Million)

### North America Workwear Market Segmentation

North America workwear market is segmented into product type, category, end use, distribution channel, and country.

Based on product type, the North America workwear market is segmented into top wear, bottom wear, and coveralls. The top wear segment held the largest share of the North America workwear market in 2022.

Based on category, the North America workwear market is segmented into men, women, and unisex. The men segment held the largest share of the North America workwear market in 2022.

Based on end use, the North America workwear market is segmented into construction, oil and gas, chemicals, healthcare, and others. The others held the largest share of the North America workwear market in 2022.

Based on distribution channel, the North America workwear market is segmented into the wholesalers, supermarkets and hypermarkets, specialty stores, and online platforms. The supermarkets and hypermarkets held the largest share of the North America workwear market in 2022.

Based on country, the North America workwear market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America workwear market in 2022.

3M; Alexandra; Alisco Group; ARAMARK; Carhartt, Inc.; Honeywell International Inc.; and Lakeland Industries Inc. are the leading companies operating in the North America workwear market.

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