

# **Bathrobe Market Size, Share, and Outlook, 2025 Report- By Type (Long Bath, Pure, Relaxed, Easy Care, Bamboo, Others), Fabric (Cotton, Silk, Microfiber, Wool, Nylon, Others), Styles of weave (Flannel, Terry, Velour, Waffle, Others), Styles of collars (Shawl collar, Kimono, Hooded, Others), Application (Residential, Hotels, Beaches, Others), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Retail Stores, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Bathrobe Market Outlook**

The global Bathrobe market is expected to register a growth rate of 5.3% during the forecast period from \$4.2 Billion in 2024 to \$6.3 Billion in 2032. The Bathrobe market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Bathrobe segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Long Bath, Pure, Relaxed, Easy Care, Bamboo, Others), Fabric (Cotton, Silk, Microfiber, Wool, Nylon, Others), Styles of weave (Flannel, Terry, Velour, Waffle, Others), Styles of collars (Shawl collar, Kimono, Hooded, Others), Application (Residential, Hotels, Beaches, Others), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Retail Stores, Online, Others). Over 70 tables and

charts showcase findings from our latest survey report on Bathrobe markets.

## Bathrobe Market Insights, 2025

In 2025, the bathrobe market continues to evolve with consumers prioritizing comfort, luxury, and sustainable materials. The shift towards wellness and self-care rituals promotes bathrobes as essential lifestyle accessories beyond traditional bathroom use. Innovations in fabric technology include quick-dry, breathable, and antimicrobial textiles that enhance user experience. Eco-conscious consumers drive demand for organic cotton, bamboo, and recycled fiber bathrobes. Product differentiation emerges through varied styles, including lightweight robes for warmer climates and plush, heavy robes for colder seasons. The rise of home-centric lifestyles and remote work culture also increases bathrobe usage throughout the day, influencing design trends towards casual, stylish options suitable for indoor wear. Online sales and personalized gifting options contribute to the market's accessibility and appeal.

## Five Trends that will define global Bathrobe market in 2025 and Beyond

A closer look at the multi-million global market for Bathrobe identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Bathrobe companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Bathrobe industry?

The Bathrobe sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Bathrobe Market Segment Insights

The Bathrobe industry presents strong offers across categories. The analytical report offers forecasts of Bathrobe industry performance across segments and countries. Key segments in the industry include By Type (Long Bath, Pure, Relaxed, Easy Care,

Bamboo, Others), Fabric (Cotton, Silk, Microfiber, Wool, Nylon, Others), Styles of weave (Flannel, Terry, Velour, Waffle, Others), Styles of collars (Shawl collar, Kimono, Hooded, Others), Application (Residential, Hotels, Beaches, Others), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Retail Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Bathrobe market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Bathrobe industry ecosystem. It assists decision-makers in evaluating global Bathrobe market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Bathrobe industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Bathrobe Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Bathrobe Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Bathrobe with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Bathrobe market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Bathrobe market Insights Executives are most excited about opportunities for the US Bathrobe industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Bathrobe companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Bathrobe market.

Latin American Bathrobe market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Bathrobe Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Bathrobe markets. Designing expansion and marketing strategies to cater to the local consumer

base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Bathrobe markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive Landscape How Bathrobe companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Abyss and Habidecor (Celso de Lemos), Boca Terry LLC, Bown of London Limited, Bursali Textile Exports, Canasin (China) Corporation, CottonVale Ltd., Frette S.r.l., Gianni Versace S.r.l., GSB Linen, India Home Decor, Loftex China Ltd., Lords Wear Pvt. Ltd., Monarch Cypress, Sandex Corp, Sara Textiles Limited, Sunvim Group Co., Ltd, The Bathrobe Company, URBANARA GmbH, Zhejiang Twin Lantern Textile Co., Ltd.

### Bathrobe Market Scope

#### Leading Segments

##### By Type

Long Bath

Pure

Relaxed

Easy Care

Bamboo

Others

##### By Fabric

Cotton

Silk

Microfiber

Wool

Nylon

Others

By Styles of weave

Flannel

Terry

Velour

Waffle

Others

By Styles of collars

Shawl collar

Kimono

Hooded

Others

By Application

Residential

Hotels

Beaches

Others

By Distribution Channel

Hypermarkets and Supermarkets

Specialty Stores

Retail Stores

Online

Others

Leading Companies

Abyss and Habidecor (Celso de Lemos)

Boca Terry LLC

Bown of London Limited

Bursali Textile Exports

Canasin (China) Corporation

CottonVale Ltd.

Frette S.r.l.

Gianni Versace S.r.l.

GSB Linen

India Home Decor

Loftex China Ltd.

Lords Wear Pvt. Ltd.

Monarch Cypress

Sandex Corp

Sara Textiles Limited

Sunvim Group Co., Ltd

The Bathrobe Company

URBANARA GmbH

Zhejiang Twin Lantern Textile Co., Ltd

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

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  - Terry
  - Velour
  - Waffle
  - Others
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