

Global Swim Wear Industry 2025- Gildan Activewear SRL, Arena Italia S.p.A, Diana Sport, Eveden Grou

Pune, Feb 24, 2019 ([IssueWire.com](https://www.issuewire.com)) - Global [Swim Wear Industry](#) was valued at USD 18.45% Billion in the year 2017. Global Swim Wear Industry is further estimated to grow at a CAGR of 6.5% from 2019 to reach USD 27.4 Billion by the year 2025. The North America region holds the highest Industry share in 2017 and the Asia Pacific is considered as the fastest growing Industry in the forecasted period. Brazil and the U.S are expected to grow rapidly in the coming years due to the high rate of population and inclination of the people towards a healthy lifestyle.

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Major market players in Swim Wear Industry are Gildan Activewear SRL, Arena Italia S.p.A, Diana Sport, Eveden Group, Jantzen, La Parelle, Nozone Clothing, O'Neill, Parah SpA, Pentlands Brands Ltd., and 10 more companies brief information is provided in the report. Rising research and development expenses cater to changing demand of end users. Similarly, growth strategies such as acquisition, merger and expansion of the distribution network were few techniques adopted by most of Tier 1 and Tier 2 manufacturers in recent years.

SWOT Analysis of Swim Wear Industry:

Strength:

An increasing number of public swimming enrolments
Inclination towards a healthy lifestyle

Weakness:

Expensive and not so cost friendly
Volatility in raw material prices

Opportunities:

Growing demand for eco-friendly swimwear
Demand for fashionable poolside apparel

Threats:

Intense competition among the producers
Activewear being used as substitutes for swimwear

The Product segment is divided into four segments – One piece swimsuits, tank suits, sling bikini, pretzel suit and monokini. The End-Use segment is divided as adult swimwear and children's swimwear. Adult segment contributes to the highest Industry share in the end user segment. The Distribution channel is divided into departmental stores, retail stores and e-commerce.

The Distribution Channel segment is divided as departmental stores, retail stores and e-commerce in which departmental stores segment have the highest share in the Industry as a result of growing inclination towards a healthy and active lifestyle.

Swim Wear Industry Segmentation:

By End User

- Adult swimwear (men and women)
- Children's swimwear

By Product

- One-piece swimsuits

- Tank Suits
- Sling Bikini
- Pretzel Suit
- Monokini

By Distribution Channel

- Departmental stores
- Retail stores
- E-commerce

By Region

North America

- USA
- Canada

Europe

- Germany
- U.K.
- France
- Italy
- Rest of Europe

APAC

- China
- India
- Japan
- Rest of Asia-Pacific

RoW

- Latin America
- Middle East & Africa

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