

# Smart And Interactive Textiles Market exhibiting a CAGR of 12.2% during the forecast period (2021-2028)

*One of the main goals of the smart textiles industry is to make everyday items smarter*

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Market Overview:

One of the main goals of the smart textiles industry is to make everyday items smarter and more useful.

Examples of these smart fabrics

include high-performance sports gear, water-wicking gym clothes, and fast-drying camping towels. These fabrics have been in existence for decades, yet the majority of consumers have no idea that their favorite apparel and accessories have undergone significant technological developments. Smart textiles are designed to improve human performance and aesthetics. These materials can collect and store energy from the environment and react to vibrations, sounds, or heat. They could also be used to reduce wind resistance and control muscle vibration. Ultimately, smart textiles can benefit a wide variety of industries. The benefits of smart textiles are almost limitless, and their potential is practically endless. Some people even think that smart fabrics may be useful for space travel and astronauts.



Smart And Interactive Textiles Market

Competitive Landscape:

Major players operating in the global [smart and interactive textiles market](#) include Hexoskin, Adidas, Outlast Technologies, Interactive Wear, Gentherm, Sensoria, AIQ Smart Clothing, Jabil, Alphabet, and DuPont.

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Key Market Drivers:

The increasing incidence of the textile industry in the world is expected to drive the growth of the global smart and interactive textiles market. For instance, according to Textile Infomedia, currently, the global cloth apparel industry is valued at around US\$ 3000 billion. Despite the growing market size and potential of smart textiles, there are some challenges to this technology. The processing power of the electronic components is very high and requires a high amount of energy. This technology is also bulky and expensive. The electronic components needed to make smart textiles are flexible but are not small enough. The disadvantage of using smart textiles in clothing is that the information-processing elements must be waterproof. In this case, however, the electronic components must be mounted inside the vehicle instead of on the garment. However, the increasing advancements in textile technologies by key market players are estimated to propel the growth of the global smart and interactive textiles market.

#### Covid-19 Impact Analysis:

During the COVID-19 pandemic, the rapid spread of the highly contagious virus has disrupted several economic sectors, including the textile sector, and restrained the growth of the global smart and interactive textiles market. Moreover, lockdown measures and transport restrictions also hampered market growth.

#### Key Takeaways:

The size of the global smart and interactive textiles market is expected to increase at a CAGR of 12.2%, owing to the significant prevalence of key market players in the world. For instance, in January 2019, Interactive Wear entered the i-compression project, for developing and demonstrating a TENS application (Transcutaneous Electrical Nerve Stimulation).

North America is expected to hold a major share of the global smart and interactive textiles market, owing to the high prevalence of key market players in the region. For instance, in July 2021, Laird Performance Materials was acquired by DuPont.

The Asia Pacific is estimated to witness high growth owing to the increasing usage of textile and smart textiles in the region. Moreover, increasing investments in the textile sector are assessed to augment the growth of the market.

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#### Important Features that are under Offering and Key Highlights of the Reports:

- Potential and niche segments/regions exhibiting promising growth.
- Detailed overview of Market
- Changing market dynamics of the industry
- In-depth market segmentation by Type, Application, etc.

- Historical, current, and projected market size in terms of volume and value
- Recent industry trends and developments
- Competitive landscape of Market
- Strategies of key players and product offerings

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- SWOT Analysis is used to define, assess, and analyse market competition by focusing on the world's major manufacturers. The market is defined, described, and forecasted by type, application, and region.
- Examine the potential and advantages of the global and major regional markets, as well as the opportunities and challenges, as well as the constraints and risks.
- Determine whether market growth is being driven or hampered by trends and factors.
- Stakeholders will be able to assess market potential by identifying high-growth categories.
- Conduct a strategic analysis of each submarket's growth trends and contribution to the market.
- Competitive developments in the market include expansions, agreements, new product launches, and acquisitions.
- To develop a strategic profile of the major players and conduct a thorough analysis of their growth strategies.

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- In the next seven years, what innovative technology trends should we expect?
- Which sub-segment do you believe will grow the fastest over the next few years?
- By 2028, which region is predicted to have the largest market share?
- What organic and inorganic strategies are businesses employing to gain market share?

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measurable, sustainable results for our clients.

Mr. Shah

Coherent Market Insights Pvt. Ltd.

+1 206-701-6702

[sales@coherentmarketinsights.com](mailto:sales@coherentmarketinsights.com)

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