

Rainwear Market Size is Booming Across the Globe and Witness Huge Growth by Key Players to 2030

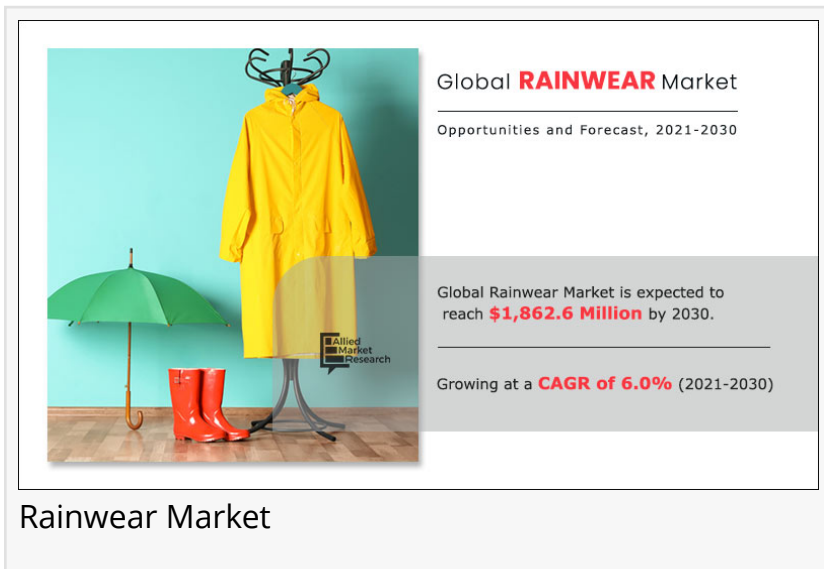
According to the rainwear market analysis, the market is segmented on the basis of product type, material, end user, distribution channel, and region.

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EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Rainwear Market](#) by Product Type, Material, End-Use, and Distribution Channel: Global

Opportunity Analysis and Industry

Forecast, 2021–2030,". The global rainwear market size was valued at \$1,045.0 million in 2020, and is projected to reach \$1,862.6 million by 2030, registering a CAGR of 6.0% from 2021 to 2030.



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Roshan Deshmukh

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The internet, the on-going trend of digitization, and social media platforms are a few factors expected to play a significant role in the growth of the global rainwear market in the future. The outbreak of COVID-19 pandemic has indicated the importance and need for digitization for the

market players to survive in the market.

Apparels are those garments that feature and perform multiple functions apart from just their aesthetics and basic protection of the wearer. Rainwear has been gaining importance as a fashion statement, particularly among millennial men and women. The color-blocking street

style trends are increasing and gaining strong ground in the market. Moreover, water-repellant trench coats and transparent lace raincoats are becoming popular due to innovative designs. Hence, the rainwear market is estimated to witness significant rainwear market growth during the forecast period.

High prices and significant popularity of rainwear's product lead to the advent of counterfeit brands, which are usually prevalent in developing economies where customers are highly price-sensitive. This factor hampers the sale of existing original rainwear products in these economies.

On the basis of material, polyester fabric material is less expensive and its manufacturing involves less time. Polyester fabric material is most commonly used in various countries. It is considered as a sustainable alternative for people who do not prefer nylon and other material. Owing to large range of applications and advantages of such type of material, this segment is expected to exhibit a considerable growth rate.

On the basis of product type, the jackets segment was the highest contributor to the market. and is expected to sustain its dominance during the forecast period. Rain jackets are very popular among working professionals, youngsters, athletes, camping and hiking groups, bikers, among others.

Region-wise, North America dominated the rainwear market in 2020, and is expected to sustain its dominance during the rainwear market forecast period. The key factors driving the growth of the rainwear market in the region are high purchasing capacity of majority of the population and high demand for luxury and superior quality products.

The Covid-19 pandemic has a vital impact on the growth of the global Rainwear Market and altered several market scenarios. The lockdown across various countries and ban on international travel has disrupted the supply chain and revenue chain. The report includes a thorough analysis of the Covid-19 pandemic on the growth of the global Rainwear Market.

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The players operating in the global rainwear market have adopted various developmental strategies to expand their market share and increase profitability in the market. The key players profiled in this report include Fox Umbrellas Ltd, Prince Rainwear Pvt. Ltd, The North Face, Patagonia, Black Diamond Equipment, Wildcraft, NZ Seasonal Wear Private Limited, Stutterheim, Columbia Sportswear Company, and Ducktail Raincoats.

Key benefits for stakeholders:

□ The report provides quantitative analysis of the current rainwear market trends, estimations,

and dynamics of the market size from 2020 to 2030 to identify the prevailing Rainwear market opportunities.

- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis and the market size & segmentation assist to determine the market potential.
- The major countries in each region are mapped according to their revenue contribution to the market.
- The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the rainwear industry.

Reasons to Buy This Rainwear Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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