

Knitwear Market Valued at USD 1,255.0 Billion by 2035, Driven by E-commerce and Sustainable Fashion Trends

WILMINGTON, DE, UNITED STATES, September 17, 2025 /EINPresswire.com/ -- The global [Knitwear Market](#) is experiencing significant growth, fueled by rising consumer demand for comfort, sustainability, and fashion versatility. Knitwear, which includes a wide array of apparel such as sweaters, cardigans, activewear, t-shirts, and accessories, has become a staple in wardrobes worldwide. The market outlook remains positive, with innovations in textile technology, e-commerce penetration, and evolving consumer preferences shaping the industry landscape.

The global knitwear market is projected to reach US\$ 1,255.0 billion by 2035, expanding at a CAGR of around 5.0% from 2025 to 2035, driven by rising consumer preference for sustainable, comfortable, and fashionable apparel. Increasing demand for eco-friendly fabrics such as organic cotton and recycled fibers, coupled with the rapid penetration of e-commerce platforms, is boosting product accessibility and visibility worldwide.

Knitwear Market

The global knitwear industry was valued at **US\$ 732.5 Bn** in 2024 and reach US '\$1,255.0 Bn' by the end of 2035

projected to grow at a CAGR **5.0%** from 2025 to 2035



Knitwear Market

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Key Players:

- Adidas AG
- Gap Inc.
- Fast Retailing Co., Ltd.
- Marks and Spencer Group plc.
- Gildan Activewear Inc.
- Hackett Ltd
- Abercrombie & Fitch Co.
- Loro Piana S.P.A.
- Ralph Lauren Corp.



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By Transparency Market Research

- Lacoste
- The Nautical Company (UK) Ltd.
- Victoria's Secret
- YOOX NET-A-PORTER GROUP
- H&M Group

The rise of e-commerce platforms has further expanded the knitwear industry's reach. Digital marketplaces offer an array of knitwear products at competitive prices, enabling

global accessibility. Brands that integrate advanced knitting technology, personalized designs, and eco-friendly practices are witnessing higher adoption among fashion-savvy consumers.

Key Market Drivers

Sustainability at the Forefront

Fashion consumers are more environmentally aware than ever before. Knitwear manufacturers are responding by incorporating sustainable fabrics, reducing water usage, and adopting circular fashion practices. Organic cotton, bamboo fibers, and recycled polyester are increasingly used to create eco-friendly knitwear lines.

Rising Athleisure and Comfort Wear Trend

The popularity of athleisure and casual fashion is a major driver. Knitwear products such as stretchable leggings, sweatshirts, and sports-inspired apparel have gained momentum among millennials and Gen Z consumers.

Global Fashion Influences

Social media, celebrity endorsements, and global fashion weeks continue to shape consumer choices. Knitwear collections that blend tradition with contemporary design have found strong acceptance worldwide.

E-commerce & Digitalization

Online shopping platforms, virtual fitting rooms, and digital marketing strategies are transforming knitwear retail. Brands offering seamless omnichannel experiences are securing larger market shares.

Luxury and Premium Knitwear

High-end brands are expanding knitwear collections, focusing on premium fabrics and

craftsmanship. This segment caters to affluent consumers seeking exclusivity and long-lasting value.

Market Challenges

Despite strong growth potential, the knitwear market faces several challenges:

Raw Material Price Fluctuations: Variability in cotton, wool, and synthetic fiber costs impacts manufacturing expenses.

Counterfeit Products: Proliferation of low-quality imitations affects consumer trust in established brands.

Fast-Fashion Pressures: Intense competition from fast-fashion retailers forces pricing pressures and reduces margins.

Emerging Market Trends

Smart Knitwear: Wearable technology integrated into knit fabrics is gaining interest, especially for fitness and health monitoring applications.

Gender-Neutral Fashion: Rising demand for unisex clothing lines is reshaping product development strategies.

Customization & Personalization: Advanced knitting techniques allow for tailor-made apparel, offering consumers unique color combinations, sizes, and styles.

Circular Economy Initiatives: Leading brands are promoting recycling programs, take-back initiatives, and sustainable production cycles.

Regional Insights

North America: A strong market for premium knitwear, driven by luxury brand adoption and fashion-conscious consumers.

Europe: Well-established knitwear industry with a strong emphasis on sustainability, designer labels, and cold-weather apparel.

Asia Pacific: Fastest-growing region, fueled by urbanization, rising disposable incomes, and strong e-commerce adoption in countries such as China and India.

Middle East & Africa: Market growth is driven by western fashion influence, an expanding young population, and lifestyle changes.

Latin America: Growing consumer interest in fashion retail and increased presence of international brands contribute to regional demand.

Future Outlook

The knitwear market is expected to grow steadily in the coming years, supported by innovation in fabric technology, sustainability initiatives, and rising demand for both luxury and casual wear. Consumer preferences are shifting toward quality, comfort, and eco-conscious apparel, creating opportunities for

brands to differentiate themselves.

E-commerce will remain a central growth driver, enabling brands to reach global consumers with personalized offerings. Companies that embrace circular fashion, digital integration, and wearable innovations will gain a competitive edge. The future of knitwear lies in combining timeless craftsmanship with cutting-edge innovation to cater to diverse and dynamic consumer needs.

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