

Rash Guard Market Forecast To Hit \$17.04Billion By 2030 Amid Strong Industry Growth

The Business Research Company's Rash Guard Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, September 21, 2026 /EINPresswire.com/ -- "The [rash guard market](#) has been gaining substantial traction recently, fueled by rising engagement in water sports and growing consumer awareness of skin protection. As outdoor activities become more popular and technologically advanced fabrics emerge, this sector is set to experience continued expansion. Let's explore the current market size, key growth drivers, regional trends, and future outlook for rash guards.

Current Valuation and Expansion Forecast of the Rash Guard Market

The rash guard market has shown significant growth in recent years. It is projected to rise from \$12 billion in 2025 to \$12.85 billion in 2026, growing at a compound annual growth rate (CAGR) of 7.1%. This growth in the past period can be linked to an increase in global participation in water sports, heightened awareness about sun protection and skin safety, the broadening sportswear and athleisure markets, the surge in popularity of surfing and swimming, and advancements in synthetic, stretchable sports textiles.

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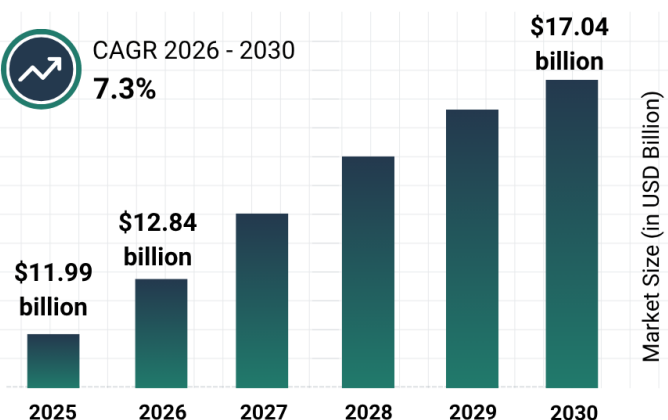
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Rash Guard Market Report 2026

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CAGR 2026 - 2030
7.3%



Rash Guard Market

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Looking ahead, the market is expected to continue its strong upward trajectory, reaching \$17.04 billion by 2030 with a CAGR of 7.3%. Factors contributing to this forecast include rising demand for eco-friendly and recycled sportswear materials, the increasing incorporation of smart wearable technologies, growth in outdoor fitness and adventure sports, expansion of e-commerce-driven customized sports apparel, and innovations in high-performance textile engineering. Key trends anticipated during this period involve the use of sustainable recycled fabrics in rash guard production, AI-powered optimization of performance textiles, biometric tracking features embedded in smart rash guards, UV-protective fabric innovations for prolonged outdoor use, and digital customization enabling on-demand personalized rash guard manufacturing.

Understanding Rash Guards and Their Role in Sports

A rash guard is a snug-fitting athletic garment designed to shield the skin from rashes, sun damage, and abrasions commonly encountered during water sports and outdoor activities. Its popularity extends across surfing, swimming, diving, martial arts, and other athletic pursuits, largely because of its quick-drying, stretchy, and lightweight fabric that enhances comfort and mobility.

View the full rash guard market report:

https://www.thebusinessresearchcompany.com/report/rash-guard-market-report?utm_source=EINPresswire&utm_medium=paid&utm_campaign=Sep_PR

Growing Participation in Water Sports Fuels Rash Guard Demand

One of the primary forces behind the rash guard market's expansion is the rising number of people engaging in water sports. Activities such as surfing, swimming, paddleboarding, kayaking, scuba diving, and jet skiing are becoming increasingly popular due to a growing interest in outdoor recreation, fitness-focused lifestyles, and adventure tourism. Rash guards provide crucial protection against UV rays, abrasions, and skin irritation, while also enhancing flexibility and comfort during extended time spent in aquatic environments.

For example, data from March 2025 by the Business of Diving Institute (BODI), a U.S.-based scuba diving training organization, showed that the number of casual scuba divers aged six and above reached 2.374 million in 2023, up from 2.012 million in 2022. This increase of 362,000 participants indicates around an 18.0% year-over-year growth. Such statistics highlight the expanding pool of water sports enthusiasts driving demand for rash guards.

Regional Market Distribution and Growth Patterns

In 2025, North America held the largest share of the [global rash guard market](#), reflecting strong consumer bases and established sports cultures. Meanwhile, the Asia-Pacific region is predicted to experience the fastest growth over the forecast period. The comprehensive market report covers major regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe,

North America, South America, the Middle East, and Africa, providing a global perspective on trends and opportunities.

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