

**Hemp Clothing Market By Type (Shirts, Pants, T-shirts, Activewear, Coats and Jackets, Dress, Undergarments, Others), By End User (Men, Women, Kids), By Distribution Channel (Hypermarket, Independent Retail Stores, E-commerce, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031**

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**Report description:**

The global hemp clothing market was valued at \$2,291.1 million in 2021, and is projected to reach \$23,017.6 million by 2031, registering a CAGR of 27.1% from 2022 to 2031. Hemp is an industrial variation of cannabis plant. It is the most useful plant known to mankind. In fact, cannabis sativa means useful (sativa) hemp (cannabis). It is used to make over 25,000 different products, most of which are superior alternatives to less environmentally friendly products. Some of the products made are: clothing, shoes, diapers, rope, canvas, cellophane, paints, fuels, chain lubricants, biodegradable plastics, paper, fiberboard, cement blocks, food, cosmetics, and soap. Hemp is the longest and strongest natural fiber known to man, with its use dated back over 10,000 years.

Innovations such as stretchable and quick-drying fabric offer immense opportunities for the market players to increase their share and strengthen their foothold in the competitive market, as hemp fabric is soft and stretchy in nature which bring myriad opportunities for hemp clothing in the market. In addition, stretchable fabric is a new trend in this industry and people prefer this fabric due to the degree of comfort offered by it. Companies are consistently taking efforts to make further advances in fabric, which is anticipated to offer lucrative opportunities for the growth of the global market.

Hemp clothing is expensive because of its very limited availability, disadvantages compared to other fibers, bad reputation, low demand, production, and processing methods. Hemp fibres, manufactured from hemp plants, a sustainable and natural resource, are used to make organic hemp clothing. The hemp plant grows in countries with temperate climates and on a large variety of soils, almost like corn and is harvested annually. The annual production of hemp fibers increased only to 60,657 tons in 2018 in the whole world, according to the data of the Food and Agriculture Organization of the United Nations. That number is very low compared to the amount of cotton (303 million tons), jute (363 million tons), and flax fibers (868,000 tons) produced annually.

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Therefore, one of the main reasons that hemp clothing prices remain fairly high is the extremely limited availability of hemp fibres. Thus hampers the growth of the overall market.

One of the key factors influencing the growth of the hemp clothing industry is the dynamic fashion trend along with the concern of sustainability. Consumers are eager to grasp the upcoming trend and demonstrate their fashionable lifestyle. This race to cope up with the changing fashion trend is anticipated to significantly influence consumers to purchase latest fashion apparels which are environment friendly, especially worn by celebrities and on the other hand subtly influence to discard phased out attires. In the present era, fashion trends have become bolder. Lingerie are not just limited to innerwear. Fashion trends are pushing consumers to exhibit their innerwear as outerwear, thus propelling the growth of the garments hemp clothing segment of the market.

The hemp clothing market is segmented into type, end user, distribution channel, and region. On the basis of type, the market is categorized into Shirts, Pants, T-shirts, Activewear, Coats and Jackets, Dress, Undergarments and Others. On the basis of End User, the market is categorized into men, women and kids. On the basis of Distribution Channel, it is fragmented into supermarket/hypermarket, independent retail stores, online sales channel and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, Russia and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

According to the market players, the major obstacle attributed to the pandemic was the disruption of the supply chain.

Furthermore, all the Distribution Channel were nearly shut down in the first quarter of the pandemic. However, online channels such as amazon and flipkart were delivering the products. They key players included in the hemp clothing market analysis are Back Beat Co, Ecofibre, Eileen Fisher, Groceries Apparel, Jungmaven, LANIUS GmbH, Levi Strauss &Co, ONNO T-Shirt Company, Outerknown, Patagonia, Inc, Tentree, Thought Clothing, TOAD&CO, United By Blue, and WAMA UNDERWEAR.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the hemp clothing market analysis from 2021 to 2031 to identify the prevailing hemp clothing market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the hemp clothing market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global hemp clothing market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Type

- Shirts
- Pants
- T-shirts
- Activewear
- Coats and Jackets
- Dress
- Undergarments
- Others

##### By End User

- Men
- Women
- Kids

##### By Distribution Channel

- Hypermarket

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- Independent Retail Stores
- E-commerce
- Others

#### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- U.K.
- Germany
- France
- Italy
- Spain
- Russia
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Patagonia, Inc.
- VALANI
- Levi Strauss and Co.
- WAMA UNDERWEAR
- Jungmaven
- ToadandCo
- United By Blue
- ONNO T-Shirt Company
- Outerknown
- Eileen Fisher

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