

Maredamare opens with over 250 brands from around the world. The premium market is growing, mainly driven by tourist spending

The 19th edition of the international beachwear trade fair opened today at the Fortezza da Basso. Together with the lingerie sector, the market is worth over 4.5 billion euros

Florence, 18 July 2026 – The **19th edition** of **Maredamare**, the international trade fair dedicated to premium beachwear and resortwear collections, opened today in Florence. Running until Monday, 20 July the event will host **over 250 brands** from around the world at the Fortezza da Basso. From major international groups to sector specialists, right through to the most interesting new selections – including **50 new entrants making their debut** – Maredamare reaffirms its role as Europe's largest showcase for the sector, presenting the SS27 collections.

The opening day began with the presentation of market data on the swimwear and beachwear industry, based on specific research commissioned by **Underbeach** and **AIMI** (Associazione italiana Mare Intimo) – from the research firm Sita Ricerca. These are the first comprehensive analyses specifically dedicated specifically to these sectors, designed to fill a longstanding information gap while at the same time providing businesses with a reliable tool for interpreting market trends.

AGGREGATED DATA

The **European** lingerie and beachwear market is currently worth **around €40 billion** and continues to grow at a rate of between 4% and 6% per annum, whilst the **Italian market** is estimated to be worth between **€4.5 and €4.7 billion**, with the women's segment accounting for around 70% of sales. Research also highlights how online purchases continue to grow, without, however, replacing in-store shopping. In the lingerie sector, e-commerce sales account for 11% of the total, while in beachwear they stand at 15% – figures significantly lower than those for the clothing sector as a whole, where online sales now exceed 20%. This difference reflects consumers' preference for trying on products and receiving personalised advice – factors that are particularly important when choosing a swimsuit, where fit and comfort play a decisive role.

The outlook for the premium segment – represented by the "Imagine Italia & Co" and "Maredamare" trade fairs, both organised by Underbeach – is particularly positive. Worth more than **€1 billion**, the segment continues to outperform an otherwise stable market, recording growth of 10% in lingerie and 11% in beachwear. Furthermore, in the beachwear sector, multi-brand boutiques are also strengthening their competitive position, gaining market share at the expense of the major

PRESS OFFICE

Jacopo Carlesi | press@underbeach.eu
VIA LORENZO IL MAGNIFICO, 26 | 50129 FIRENZE | +39 0552048199 | P.IVA 06776140482

FOLLOW US ON

IMMAGINEITALIA.EU | MARE DAMARE.EU



@Underbeach



@maredamareofficial



@underbeachofficial



Underbeach.eu

retail chains. Another significant figure concerns the importance of tourism, which accounts for around 50% of consumption in the premium segment.

A REPRESENTATIVE BODY FOR COMPANIES IN THE SECTOR

The opening of the event also featured the presentation to customers of **AIMI – Associazione Italiana Mare Intimo**, an organisation established in February 2026 during the “Immagine Italia & Co” trade fair, to represent Italian manufacturers of underwear, lingerie, beachwear and resortwear. The association now has over 20 member companies, representing a combined turnover of **over €100 million** and employing more than 550 people directly.

Founded by Underbeach in partnership with Pisani Editore, publisher of Linea Intima magazine, a leading publication in the sector; Oscalito, a historic Italian company whose owner has been committed to environmental sustainability for years, and Chantelle, one of the leading players in the lingerie sector with a strong presence in Italy, AIMI aims to rapidly expand its membership base to reach 40–50 companies by the end of the year.

Its main objectives include strengthening internationalisation initiatives, increasing funding for the hosting of foreign buyers, promoting tenders dedicated to the sector, supporting international trade missions and creating opportunities for dialogue between companies and representatives of the specialist retail sector, in order to contribute to the development of an industry that continues to stand out for the quality, innovation and value of ‘Made in Italy’ products.

PRESS OFFICE

Jacopo Carlesi | press@underbeach.eu
VIA LORENZO IL MAGNIFICO, 26 | 50129 FIRENZE | +39 0552048199 | P.IVA 06776140482

FOLLOW US ON

IMMAGINEITALIA.EU | MAREDAMARE.EU

