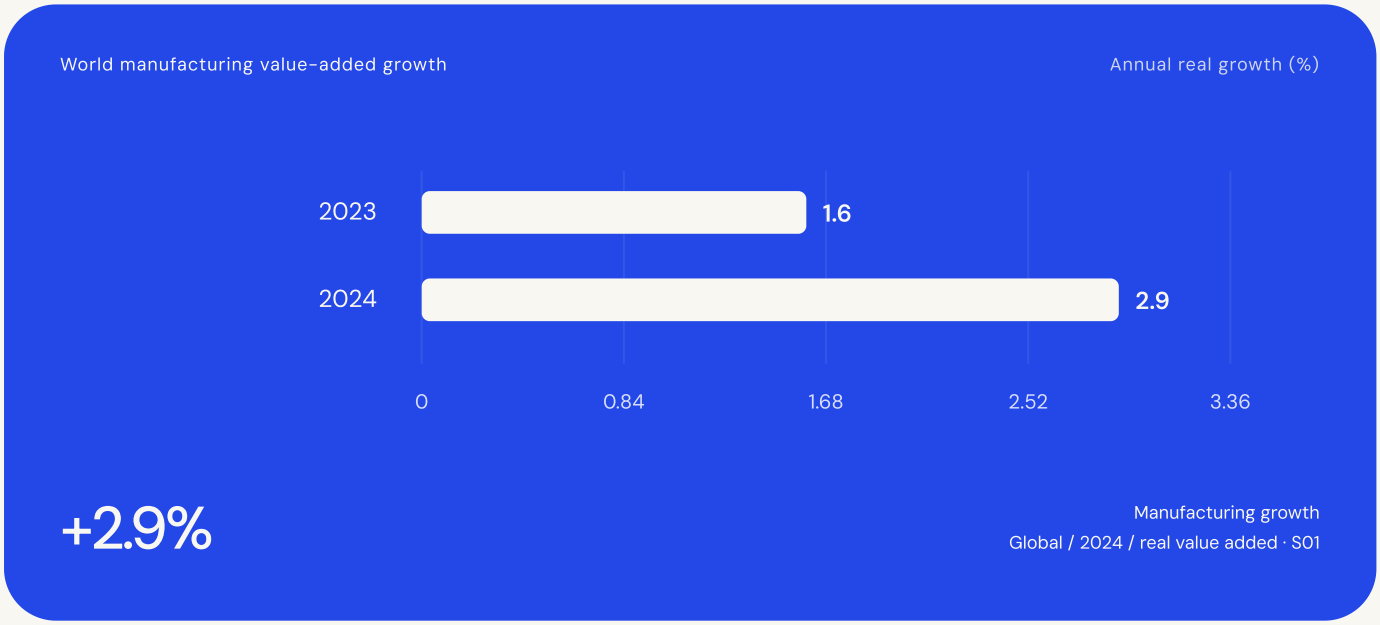
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Workwear & uniform suppliers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Workwear sales depend on the employee's task as well as the employer's sector. Treat uniforms for appearance separately from garments expected to provide protection.

+2.9%
Manufacturing growth
Global / 2024 / real value added [S01]

+1.6%
Previous-year growth
Global / 2023 / same edition [S01]

20.9%
Industry share of GDP
Global / 2024 / incl. mining, utilities [S01]

01 What you can offer

Offer employers garment, sizing and branding options suited to the roles they employ.

02 Where to start

Choose the garment range you supply first.

03 What to ask

Discuss use conditions, size distribution and required product documentation.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Manufacturing growth provides broad context for industrial activity. A specific sales opportunity still requires information about the plant's equipment, workforce tasks or planned work.

Manufacturing growth

Global / 2024 / real value added [S01]

+2.9%

Previous-year growth

Global / 2023 / same edition [S01]

+1.6%

Industry share of GDP

Global / 2024 / incl. mining, utilities [S01]

20.9%

What these figures cover

Growth rates measure real manufacturing activity. Industry's GDP share also includes mining and utilities. These are not maintenance or workwear spending totals.

Consider international customers

Research overseas workwear distributors and employers with a defined garment specification; keep protective claims evidence-based.

03 / CHARTS AND MARKET REACH

Compare the figures.
Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

World manufacturing value-added growth

Annual real growth (%)

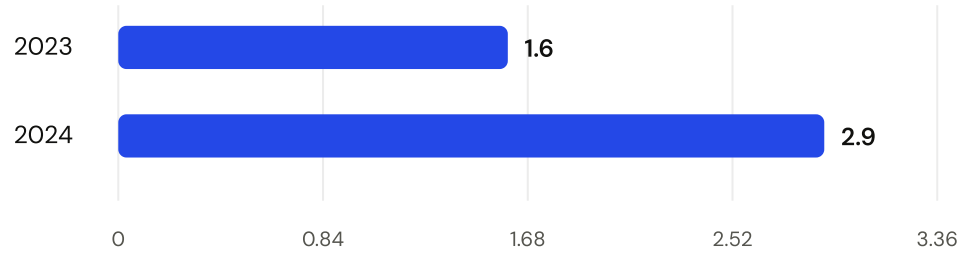


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose the garment range you supply first. Research employers with relevant teams and distributors serving those users.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Research overseas workwear distributors and employers with a defined garment specification; keep protective claims evidence-based.

Growth rates measure real manufacturing activity. Industry's GDP share also includes mining and utilities. These are not maintenance or workwear spending totals.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Industrial employers

What to discuss

Ask industrial employers which tasks the garments must support and what features they require.

Who to speak with

Procurement, HR or operations lead

PROFILE
02
Potential buyer

Hospitality groups

What to discuss

Offer hospitality groups options suited to the appearance and working needs of each team.

Who to speak with

Procurement, HR or operations lead

PROFILE
03
Potential buyer

Service networks

What to discuss

Discuss consistent products and branch distribution with multi-site service businesses.

Who to speak with

Procurement, HR or operations lead

PROFILE
04
Potential buyer

Workwear distributors

What to discuss

Agree the range, stock arrangements and order quantities with workwear distributors.

Who to speak with

Procurement, HR or operations lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose the garment range you supply first. Research employers with relevant teams and distributors serving those users.

Next step

Research a small group of relevant firms.

02

Define the work together

Discuss use conditions, size distribution and required product documentation. Agree samples and repeat-order arrangements before a production order.

Next step

Write down the agreed requirements.

03

Look across borders

Research overseas workwear distributors and employers with a defined garment specification; keep protective claims evidence-based.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 International Yearbook of Industrial Statistics 2025

UNIDO · November 2025

www.unido.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/workwear-uniform-suppliers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION