

Disposable Innerwear Market - Global Outlook and Forecast 2019-2024

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Abstracts

The global disposable innerwear market is expected to grow at a CAGR of over 6% during the period 2018–2024.

The increasing awareness of environment-friendly disposable innerwear is acting as a major growth driver for the global disposable innerwear market. The use of biodegradable material has brought sustainable changes in the market. Vendors are using 100% cotton materials, which allow air to pass through, thereby increasing comfort. Cotton fibers are extremely elastic, so the fabric easily stretches to fit the wearer. Hence, the increased environmental consciousness and the development of eco-friendly products are key drivers for the global disposable innerwear market. Innovation in the manufacturing of disposable innerwear is another important factor that is affecting the market dynamics. The introduction of infection-free products and the use of innovative fiber material are increasing the demand for premium innerwear. Also, the shift from paper-based to cotton-based material is boosting the popularity and demand for premium disposable innerwear. Vendors are focusing on developing eco-friendly innerwear products that act as a substitute for normal innerwear. Hence, innovation is increasingly affecting market demand. Also, the disposable innerwear market by maternity care is expected to grow during the forecast period due to the improvement in the childbirth rate and the increase in strategic partnerships between vendors and maternity hospitals. Further, vendors are also considering the development of premium-quality, branded products to capitalize on upcoming demand from luxury maternity hospitals market.

The following factors are likely to contribute to the growth of the disposable innerwear market during the forecast period:

Opportunities to Develop Product Branding

Growth in Urbanization

The rise in Travelling Culture

Growth of Salon and Spa Culture

This research report on the disposable innerwear market covers market sizing and forecast, market share, industry trends, growth drivers, and vendor analysis. The market study includes insights on segmentation by products (underwear and bra), application (healthcare, salon and spa, maternity, and individual), material (cotton and paper-based), end-user (male and female), distribution (retail and online) and geography (APAC, Europe, Latin America, MEA, and North America).

The study considers the present scenario of the disposable innerwear market and dynamics for the period 2018-2024. It covers a detailed overview of several market growth enablers, restraints, and trends. The report covers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent companies operating in the market.

Disposable Innerwear Market: Segmentation

This market research report includes detailed segmentation by product, end-user, material type, application, and geography. Innerwear caters to the spa, healthcare, maternity, and travel segments. However, the salon and spa segment is the largest end-user of disposable innerwear. This segment uses a variety of underwear such as massage wear and relax wear. While vendors are focusing on strategic partnerships and product branding to meet demands from the hospital and salon and spa segments, targeted marketing, and wise-brand placement can help them to boost underwear demand in the travel segment. Disposable bras are finding major application in the medical sector. North America is expected to retain its dominance in the disposable bras market; however, the APAC region is likely to grow at the highest CAGR during the forecast period.

In terms of gender, the male segment dominates the global disposable innerwear market because of the increased application of innerwear in salon and spa and healthcare centers. The consumption of female disposable innerwear is high in the spa

and medical sectors.

The disposable innerwear market is witnessing a rise in demand for cotton-based innerwear. The increase in disposable income in the APAC and MEA regions is a major driver for the increased demand for cotton-based products.

Disposable innerwear in the health sector are mainly used to manage health and hygiene among patients and prevent Hospital-acquired infections (HAIs). The market is witnessing the demand for comfortable and infection resistant innerwear. Spa and salons are emerging as a major end-user for disposable innerwear. Vendors are focusing on manufacturing a variety of spa disposable products, including briefs, thongs, and bras. The high awareness of health and hygiene is increasing the demand in the maternity sector. Increased urbanization and the increment in the fertility rate are also affecting the consumption of disposable innerwear in the sector.

Market Segmentation by Product

Underwear

Bra

Market Segmentation by End-user

Male

Female

Market Segmentation by Material

Cotton

Paper-based

Market Segmentation by Application

Healthcare

Maternity

Salon and Spa

Individual

Disposable Innerwear Market: Geography

In terms of revenue, North America held the largest market share in 2018. The North American region is likely to witness an absolute growth of around 28% during the forecast period. The penetration of hygiene products in North America remains high, and the market revenue has been increasing steadily. Although the sale of emerging brands remains moderate in the region, the growing institutional demand for disposable innerwear is likely to increase the market revenue in the future years. The increasing popularity of traveling among people is likely to boost the emerging segment of individual users.

In 2018, the APAC led by China, where the market is witnessing a surge in demand. The market in APAC is witnessing steady growth in the regional markets such as India, China, Japan, and South Korea as these products are gaining popularity among end-users. The rise in health and hygiene awareness and the growth in the tourism industry are the major reason for the increase in demand for disposable innerwear in the region.

Market Segmentation Geography

APAC

China

Japan

India

Australia

South Korea

Europe

Germany

France

UK

Italy

Spain

North America

US

Canada

MEA

South Africa

Saudi Arabia

UAE

Latin America

Brazil

Mexico

Argentina

Key Vendor Analysis

The competitive scenario in the global disposable innerwear market is currently intensifying. The rapidly changing market dynamics could adversely affect vendors as

consumers have a wide range of products to choose from. The present scenario is forcing vendors to alter and redefine their unique value proposition to increase their market presence. The market is highly fragmented with several domestic vendors. The market faces the threat of infiltration with low-quality products.

As of now, the global market is dominated by domestic players, including small-scale proprietorship firms. Several domestic players are expected to expand their presence worldwide during the forecast period, especially in the fast-developing countries in APAC and Latin America to gain more market share. In addition, improving global economic conditions would fuel the growth of the market, making it an attractive time for the launch of new products.

Prominent Vendors

Aarogyaa

Aromablendz

Betty Dain Creations

Break Room Concepts

Digni, Dhaara Healthcare

Dispowear Sterite Company

EZbra Advanced Wound Care Ltd.

Guangzhou Junqian Nonwoven Co. Ltd.

Mediblue Health Care Pvt Ltd.

Om Sai Enterprises

One Wear

Palmbay Ltd.

Rahul Healthcare

Rhea Trading

Shree Divyalaxmi Enterprises

Shree Fabrics

Thai Disposable Innerwear

Tiico Paper (China) Co. Ltd. (Grand Tiico Paper Co. Ltd.)

Underworks

Xiantao Lingyang Plastic Co. Ltd.

Yiwu Dengding Clothing Co. Ltd.

Key Market Insights

The analysis of the disposable innerwear market provides market sizing and growth opportunities for the forecast period 2019–2024.

Offers market sizing and growth prospects of the disposable innerwear market for the forecast period 2019–2024.

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the disposable innerwear market.

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities.

Delivers a complete overview of market segments and the regional outlook of the disposable innerwear market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the disposable innerwear market.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.2 Base Year

4.3 Scope of the study

4.4 Market Segments

4.4.1 Market Segmentation by Products

4.4.2 Market Segmentation by Applications

4.4.3 Market Segmentation by Material

4.4.4 Market Segmentation by Gender

4.4.5 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.1 Macroeconomic Factors Enabling Market Growth

7.1.1 Economic Development

7.1.2 Per Capita GDP in Developing Markets

7.1.3 Dual-income Households in Developed Markets

8 MARKET DYNAMICS

8.1 Market Growth Enablers

- 8.1.1 Increasing Adoption in Healthcare Settings
- 8.1.2 Rise in Travelling Culture
- 8.1.3 Growth of Salon & Spa Culture
- 8.1.4 Rising Popularity of Eco-friendly Products

8.2 Market Growth Restraints

- 8.2.1 Highly Fragmented Market
- 8.2.2 Low Product Awareness
- 8.2.3 Highly Price-sensitive Market

8.3 Market Opportunities & Trends

- 8.3.1 Opportunity to Create Product Branding
- 8.3.2 Growth in Global Urbanization
- 8.3.3 Opportunities in Maternity Segment
- 8.3.4 Rise in Development of Innovative Products

9 VALUE CHAIN ANALYSIS

9.1 Overview

9.2 Value Chain Analysis

- 9.2.1 Overview
- 9.2.2 Raw Material Suppliers
- 9.2.3 Manufacturers
- 9.2.4 Distributors/Dealers
- 9.2.5 Wholesaler/Retailers
- 9.2.6 End-user

10 GLOBAL DISPOSABLE INNERWEAR MARKET

10.1 Market Overview

- 10.1.1 Historical Data: 2016–2017

10.2 Market Size & Forecast

10.3 Five Forces Analysis

- 10.3.1 Threat of New Entrants
- 10.3.2 Bargaining Power of Suppliers
- 10.3.3 Bargaining Power of Buyers
- 10.3.4 Threat of Substitutes
- 10.3.5 Competitive Rivalry

11 BY PRODUCT

11.1 Market Snapshot & Growth Engine

11.2 Market Overview

11.3 Disposable Underwear

11.3.1 Market Size & Forecast

11.3.2 Market by Geography

11.4 Disposable Bra

11.4.1 Market Size & Forecast

11.4.2 Market by Geography

12 BY GENDER

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Male Innerwear

12.3.1 Market Size & Forecast

12.3.2 Market by Geography

12.4 Female Innerwear

12.4.1 Market Size & Forecast

12.4.2 Market by Geography

13 BY MATERIAL TYPE

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 Disposable Cotton Innerwear

13.3.1 Market Size & Forecast

13.3.2 Market by Geography

13.4 Paper-based Disposable Innerwear

13.4.1 Market Size & Forecast

13.4.2 Market by Geography

14 BY APPLICATION

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.3 Healthcare

14.3.1 Market Size & Forecast

- 14.3.2 Market by Geography
- 14.4 Salon & Spa
 - 14.4.1 Market Size & Forecast
 - 14.4.2 Market by Geography
- 14.5 Maternity
 - 14.5.1 Market Size & Forecast
 - 14.5.2 Market by Geography
- 14.6 Individual
 - 14.6.1 Market Size & Forecast
 - 14.6.2 Market by Geography

15 BY DISTRIBUTION CHANNELS

- 15.1 Market Overview
 - 15.1.1 Manufacture, Production, and Distribution
 - 15.1.2 Distribution through Retail Stores
 - 15.1.3 Distribution through Online Websites

16 BY GEOGRAPHY

- 16.1 Market Snapshot & Growth Engine
- 16.2 Overview

17 NORTH AMERICA

- 17.1 Market Overview
 - 17.1.1 Historical Data 2016?2017
- 17.2 Market Size & Forecast
- 17.3 Market by Product
- 17.4 Market by Gender
- 17.5 Market by Material
- 17.6 Market by Application
- 17.7 Key Countries
 - 17.7.1 US: Market Size & Forecast
 - 17.7.2 Canada: Market Size & Forecast

18 APAC

- 18.1 Market Overview

- 18.1.1 Historical Data: 2016?2017
- 18.2 Market Size & Forecast
- 18.3 Market by Product
- 18.4 Market by Gender
- 18.5 Market by Material
- 18.6 Market by Application
- 18.7 Key Countries
 - 18.7.1 China: Market Size & Forecast
 - 18.7.2 Japan: Market Size & Forecast
 - 18.7.3 India: Market Size & Forecast
 - 18.7.4 Australia: Market Size & Forecast
 - 18.7.5 South Korea: Market Size & Forecast

19 EUROPE

- 19.1 Market Overview
 - 19.1.1 Historical Data: 2016?2017
- 19.2 Market Size & Forecast
- 19.3 Market by Product
- 19.4 Market by Gender
- 19.5 Market by Material
- 19.6 Market by Application
- 19.7 Key Countries
 - 19.7.1 Germany: Market Size & Forecast
 - 19.7.2 UK: Market Size & Forecast
 - 19.7.3 France: Market Size & Forecast
 - 19.7.4 Spain: Market Size & Forecast
 - 19.7.5 Italy: Market Size & Forecast

20 LATIN AMERICA

- 20.1 Market Overview
 - 20.1.1 Historical Data: 2016?2017
- 20.2 Market Size & Forecast
- 20.3 Market by Product
- 20.4 Market by Gender
- 20.5 Market by Material
- 20.6 Market by Application
- 20.7 Key Countries

- 20.7.1 Brazil: Market Size & Forecast
- 20.7.2 Mexico: Market Size & Forecast
- 20.7.3 Argentina: Market Size & Forecast

21 MIDDLE-EAST & AFRICA

- 21.1 Market Overview
 - 21.1.1 Historical Data: 2016?2017
- 21.2 Market Size & Forecast
- 21.3 Market by Product
- 21.4 Market by Gender
- 21.5 Market by Material
- 21.6 Market by Application
- 21.7 Key Countries
 - 21.7.1 South Africa: Market Size & Forecast
 - 21.7.2 UAE: Market Size & Forecast
 - 21.7.3 Saudi Arabia: Market Size & Forecast

22 COMPETITIVE LANDSCAPE

- 22.1 Competition Overview

23 PROMINENT VENDORS

- 23.1 Aromablendz
 - 23.1.1 Business Overview
 - 23.1.2 Key Strengths
- 23.2 Aarogyaa
 - 23.2.1 Business Overview
 - 23.2.2 Key Strengths
- 23.3 Betty Dain Creations
 - 23.3.1 Business Overview
 - 23.3.2 Key Strengths
- 23.4 Break Room Concepts
 - 23.4.1 Business Overview
 - 23.4.2 Key Strengths
- 23.5 Digni
 - 23.5.1 Business Overview
 - 23.5.2 Key Strengths

- 23.6 Dhaara Healthcare
 - 23.6.1 Business Overview
 - 23.6.2 Key Strengths
- 23.7 Dispowear Sterite Company
 - 23.7.1 Business Overview
 - 23.7.2 Key Strengths
- 23.8 EZbra Advanced Wound Care
 - 23.8.1 Business Overview
 - 23.8.2 Key Strengths
- 23.9 Guangzhou?Junqian Nonwoven
 - 23.9.1 Business Overview
 - 23.9.2 Key strengths
- 23.10 Mediblue Health Care
 - 23.10.1 Business Overview
 - 23.10.2 Key Strengths
- 23.11 One Wear
 - 23.11.1 Business Overview
 - 23.11.2 Key Strength
- 23.12 Om Sai Enterprises
 - 23.12.1 Business Overview
 - 23.12.2 Key Strengths
- 23.13 Palmbay
 - 23.13.1 Business Overview
 - 23.13.2 Key strengths
- 23.14 Rahul healthcare
 - 23.14.1 Business Overview
 - 23.14.2 Key Strengths
- 23.15 Rhea trading
 - 23.15.1 Business Overview
 - 23.15.2 Key Strengths
- 23.16 Shree Fabrics
 - 23.16.1 Business Overview
 - 23.16.2 Key Strengths
- 23.17 Shree Divyalaxmi Enterprises
 - 23.17.1 Business Overview
 - 23.17.2 Key Strengths
- 23.18 Thai Disposable Innerwear
 - 23.18.1 Business Overview
 - 23.18.2 Key Strengths

23.19 Tiico Paper (China)/Grand Tiico Paper

23.19.1 Business Overview

23.19.2 Key Strengths

23.20 Underworks

23.20.1 Business Overview

23.20.2 Key Strengths

23.21 Xiantao Lingyang Plastic

23.21.1 Business Overview

23.21.2 Key Strengths

23.22 Yiwu Dengding Clothing

23.22.1 Business Overview

23.22.2 Key Strengths

24 REPORT SUMMARY

24.1 Key Takeaways

24.2 Strategic Recommendations

24.3 Quantitative Summary

24.3.1 Market by Geography

24.3.2 North America

24.3.3 APAC

24.3.4 Europe

24.3.5 Latin America

24.3.6 Middle-East & Africa

24.3.7 Market by Product

24.3.8 Market by Gender

24.3.9 Market By Material

24.3.10 Market by Application

25 APPENDIX

25.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Disposable Innerwear Market
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Types of Global Disposable Innerwear
- Exhibit 4 Overview of Global Disposable Innerwear Market
- Exhibit 5 GDP Growth 2010–2023 (annual % change)
- Exhibit 6 Average Global GDP Growth 2015–2018 (annual % change)
- Exhibit 7 Dual-income Households in US (1982 vs. 2017)
- Exhibit 8 Increasing Adoption in Healthcare Settings
- Exhibit 9 Rise in Travelling Culture
- Exhibit 10 Growth of Salon and Spa Culture
- Exhibit 11 Number of Spa Visits in US 2009–2017 (million)
- Exhibit 12 Rising Popularity of Eco-friendly Products
- Exhibit 13 Highly Fragmented Market
- Exhibit 14 Low Product Awareness
- Exhibit 15 Highly Price-sensitive Market
- Exhibit 16 Opportunity to Create Product Branding
- Exhibit 17 Outbound Travelers from China 2009–2018 (in million)
- Exhibit 18 Growth in Global Urbanization
- Exhibit 19 Number of Hospitals in China 2005–2017 (in thousands)
- Exhibit 20 Opportunities in Maternity Segment
- Exhibit 21 Fertility Rate in China 2013–2017
- Exhibit 22 Rise in Development of innovative products
- Exhibit 23 General Value Chain Analysis of Disposable Innerwear Market
- Exhibit 24 Global Disposable Innerwear Market: Historical Data 2016–2017 (\$ million)
- Exhibit 25 Global Disposable Innerwear Market 2018–2024 (\$ million)
- Exhibit 26 Incremental Growth Across Regions 2018–2024
- Exhibit 27 Five Forces Analysis 2018
- Exhibit 28 Incremental Growth by Product 2018–2024
- Exhibit 29 Global Disposable Innerwear Market by Product Type
- Exhibit 30 Global Disposable Innerwear Market Share by Product Type 2018 & 2024
- Exhibit 31 Global Disposable Underwear Market 2018–2024 (\$ million)
- Exhibit 32 Global Disposable Bras Market 2018–2024 (\$ million)
- Exhibit 33 Incremental Growth by Gender 2018–2024
- Exhibit 34 Global Disposable Innerwear Market by Gender
- Exhibit 35 Global Disposable Innerwear Market Share by Gender 2018 & 2024

- Exhibit 36 Global Disposable Male Innerwear Market 2018?2024 (\$ million)
- Exhibit 37 Global Disposable Female Innerwear Market 2018?2024 (\$ million)
- Exhibit 38 Incremental Growth by Material Type 2018?2024
- Exhibit 39 Global Disposable Innerwear Market by Material Type
- Exhibit 40 Global Disposable Innerwear Market Share by Material Type 2018 & 2024
- Exhibit 41 Global Disposable Cotton Innerwear Market 2018?2024 (\$ million)
- Exhibit 42 Global Paper-based Disposable Innerwear Market 2018?2024 (\$ million)
- Exhibit 43 Incremental Growth by Application 2018?2024
- Exhibit 44 Global Disposable Innerwear Market by Application Type
- Exhibit 45 Global Disposable Innerwear Market Share by Application Type 2018 & 2024
- Exhibit 46 Global Disposable Healthcare Innerwear Market 2018?2024 (\$ million)
- Exhibit 47 Global Disposable Salon & Spa Innerwear Market 2018?2024 (\$ million)
- Exhibit 48 Revenue of US Spa Industry 2008?2017 (\$ billion)
- Exhibit 49 Global Disposable Maternity Innerwear Market 2018?2024 (\$ million)
- Exhibit 50 Global Disposable Individual Innerwear Market 2018?2024 (\$ million)
- Exhibit 51 Number of Visits abroad from UK 2013?2018 (in thousands)
- Exhibit 52 Distribution Channels of Disposable Innerwear Market
- Exhibit 53 Distribution Channel Flow of Disposable Innerwear Market
- Exhibit 54 Global Disposable Innerwear Market by Distribution Channels 2018
- Exhibit 55 Incremental Growth by Geography 2018?2024
- Exhibit 56 Market Share of Geographies in Disposable Innerwear Market 2018 (Revenue)
- Exhibit 57 Comparison of CAGR of Key Geographies 2018–2024
- Exhibit 58 Disposable Innerwear Market in North America: Historical Data 2016?2017 (\$ million)
- Exhibit 59 Disposable Innerwear Market in North America 2018–2024 (\$ million)
- Exhibit 60 Incremental Growth by Country 2018-2024
- Exhibit 61 Disposable Innerwear Market in US 2018–2024 (\$ million)
- Exhibit 62 Disposable Innerwear Market in Canada 2018–2024 (\$ million)
- Exhibit 63 Disposable Innerwear Market in APAC: Historical Data 2016?2017 (\$ million)
- Exhibit 64 Disposable Innerwear Market in APAC 2018–2024 (\$ million)
- Exhibit 65 Incremental Growth by Country 2018?2024
- Exhibit 66 Disposable Innerwear Market in China 2018–2024 (\$ million)
- Exhibit 67 Disposable Innerwear Market in Japan 2018–2024 (\$ million)
- Exhibit 68 Disposable Innerwear Market in India 2018–2024 (\$ million)
- Exhibit 69 Disposable Innerwear Market in Australia 2018–2024 (\$ million)
- Exhibit 70 Disposable Innerwear Market in South Korea 2018–2024 (\$ million)
- Exhibit 71 Disposable Innerwear Market in Europe: Historical Data 2016?2017 (\$ million)

- Exhibit 72 Disposable Innerwear Market in Europe 2018–2024 (\$ million)
- Exhibit 73 Incremental Growth by Country 2018–2024
- Exhibit 74 Disposable Innerwear Market in Germany 2018–2024 (\$ million)
- Exhibit 75 Disposable Innerwear Market in UK 2018–2024 (\$ million)
- Exhibit 76 Disposable Innerwear Market in France 2018–2024 (\$ million)
- Exhibit 77 Disposable Innerwear Market in Spain 2018–2024 (\$ million)
- Exhibit 78 Disposable Innerwear Market in Italy 2018–2024 (\$ million)
- Exhibit 79 Disposable Innerwear Market in Latin America: Historical Data 2016–2017 (\$ million)
- Exhibit 80 Disposable Innerwear Market in Latin America 2018–2024 (\$ million)
- Exhibit 81 Incremental Growth by Country 2018–2024
- Exhibit 82 Disposable Innerwear Market in Brazil 2018–2024 (\$ million)
- Exhibit 83 Disposable Innerwear Market in Mexico 2018–2024 (\$ million)
- Exhibit 84 Disposable Innerwear Market in Argentina 2018–2024 (\$ million)
- Exhibit 85 Disposable Innerwear Market in Latin America: Historical Data 2016–2017 (\$ million)
- Exhibit 86 Disposable Innerwear Market in MEA 2018–2024 (\$ million)
- Exhibit 87 Incremental Growth by Country 2018–2024
- Exhibit 88 Disposable Innerwear Market in South Africa 2018–2024 (\$ million)
- Exhibit 89 Disposable Innerwear Market in UAE 2018–2024 (\$ million)
- Exhibit 90 Disposable Innerwear Market in Saudi Arabia 2018–2024 (\$ million)

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2018

Table 3 Real GDP per Capita Growth in Several Asian Developing Countries
2013–2017

Table 4 Fastest Growing Eastern & Central European Economies 2018

Table 5 Estimated Annual Unmet Surgical Needs by Region

Table 6 Travel & Tourism Regional Performance 2018

Table 7 Disposable Underwear Market: Geographical Segmentation 2018?2024 (\$
million)

Table 8 Disposable Bras Market: Geographical Segmentation 2018?2024 (\$ million)

Table 9 Disposable Male Innerwear Market: Geographical Segmentation 2018?2024 (\$
million)

Table 10 Disposable Female Innerwear Market: Geographical Segmentation
2018?2024 (\$ million)

Table 11 Disposable Innerwear Cotton Market: Geographical Segmentation 2018?2024
(\$ million)

Table 12 Disposable Paper-based Innerwear Market: Geographical Segmentation
2018?2024 (\$ million)

Table 13 Hospitals & Healthcare Settings Registered with WHO

Table 14 Disposable Healthcare Innerwear Market in: Geographical Segmentation
2018-2024 (\$ million)

Table 15 Disposable Salon & Spa Innerwear Market in: Geographical Segmentation
2018?2024 (\$ million)

Table 16 Disposable Maternity Innerwear Market: Geographical Segmentation
2018?2024 (\$ million)

Table 17 Disposable Individual Innerwear Market: Geographical Segmentation
2018-2024 (\$ million)

Table 18 Disposable Innerwear Market in North America by Product 2018?2024 (\$
million)

Table 19 Disposable Innerwear Market in North America by Gender 2018?2024 (\$
million)

Table 20 Disposable Innerwear Market in North America by Material 2018?2024 (\$
million)

Table 21 Disposable Innerwear Market in North America by Application 2018?2024 (\$
million)

Table 22 Disposable Innerwear Market in APAC by Product 2018?2024 (\$ million)

Table 23 Disposable Innerwear Market in APAC by Gender 2018?2024 (\$ million)

Table 24 Disposable Innerwear Market in APAC by Material 2018?2024 (\$ million)

Table 25 Disposable Innerwear Market in APAC by Application 2018?2024 (\$ million)

Table 26 Disposable Innerwear Market in Europe by Product 2018?2024 (\$ million)

Table 27 Disposable Innerwear Market in Europe by Gender 2018?2024 (\$ million)

Table 28 Disposable Innerwear Market in Europe by Material 2018?2024 (\$ million)

Table 29 Disposable Innerwear Market in Europe by Application 2018?2024 (\$ million)

Table 30 Macroeconomic Indicators (forecast 2019)

Table 31 Disposable Innerwear Market in Latin America by Product 2018?2024 (\$ million)

Table 32 Disposable Innerwear Market in Latin America by Gender 2018?2024 (\$ million)

Table 33 Disposable Innerwear Market in Latin America by Material 2018?2024 (\$ million)

Table 34 Disposable Innerwear Market in Latin America by Application 2018?2024 (\$ million)

Table 35 Disposable Innerwear Market in MEA by Product 2018?2024 (\$ million)

Table 36 Disposable Innerwear Market in MEA by Gender 2018?2024 (\$ million)

Table 37 Disposable Innerwear Market in MEA by Material 2018?2024 (\$ million)

Table 38 Disposable Innerwear Market in MEA by Application 2018?2024 (\$ million)

Table 39 Global Disposable Innerwear Market by Geography 2018?2024 (\$ million)

Table 40 Disposable Innerwear Market in North America by Product 2018?2024 (\$ million)

Table 41 Disposable Innerwear Market in North America by Gender 2018?2024 (\$ million)

Table 42 Disposable Innerwear Market in North America by Material 2018?2024 (\$ million)

Table 43 Disposable Innerwear Market in North America by Application 2018?2024 (\$ million)

Table 44 Disposable Innerwear Market in APAC by Product 2018?2024 (\$ million)

Table 45 Disposable Innerwear Market in APAC by Gender 2018?2024 (\$ million)

Table 46 Disposable Innerwear Market in APAC by Material 2018?2024 (\$ million)

Table 47 Disposable Innerwear Market in APAC by Application 2018?2024 (\$ million)

Table 48 Disposable Innerwear Market in Europe by Product 2018?2024 (\$ million)

Table 49 Disposable Innerwear Market in Europe by Gender 2018?2024 (\$ million)

Table 50 Disposable Innerwear Market in Europe by Material 2018?2024 (\$ million)

Table 51 Disposable Innerwear Market in Europe by Application 2018?2024 (\$ million)

Table 52 Disposable Innerwear Market in Latin America by Product 2018?2024 (\$

million)

Table 53 Disposable Innerwear Market in Latin America by Gender 2018?2024 (\$ million)

Table 54 Disposable Innerwear Market in Latin America by Material 2018?2024 (\$ million)

Table 55 Disposable Innerwear Market in Latin America by Application 2018?2024 (\$ million)

Table 56 Disposable Innerwear Market in MEA by Product 2018?2024 (\$ million)

Table 57 Disposable Innerwear Market in MEA by Gender 2018?2024 (\$ million)

Table 58 Disposable Innerwear Market in MEA by Material 2018?2024 (\$ million)

Table 59 Disposable Innerwear Market in MEA by Application 2018?2024 (\$ million)

Table 60 Global Disposable Innerwear Market by Product 2018?2024 (\$ million)

Table 61 Global Disposable Underwear Market by Geography 2018?2024 (\$ million)

Table 62 Global Disposable Bra Market by Geography 2018?2024 (\$ million)

Table 63 Disposable Innerwear Market by Gender 2018?2024 (\$ million)

Table 64 Global Disposable Female Innerwear Market by Geography 2018?2024 (\$ million)

Table 65 Global Disposable Male Innerwear Market by Geography 2018?2024 (\$ million)

Table 66 Global Disposable Innerwear Market by Material 2018?2024 (\$ million)

Table 67 Global Disposable Cotton Innerwear Market by Geography 2018?2024 (\$ million)

Table 68 Global Disposable Paper-based Innerwear Market by Geography 2018?2024 (\$ million)

Table 69 Global Disposable Innerwear Market by Application 2018?2024 (\$ million)

Table 70 Global Disposable Healthcare Innerwear Market by Geography 2018?2024 (\$ million)

Table 71 Global Disposable Salon & Spa Innerwear Market by Geography 2018?2024 (\$ million)

Table 72 Global Disposable Maternity Innerwear Market by Geography 2018?2024 (\$ million)

Table 73 Global Disposable Individual Innerwear Market by Geography 2018?2024 (\$ million)

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