

Global Maternity Innerwear Market Size study, By Type (Maternity Briefs, Maternity/Nursing Bras, Camisoles, Shapewear), By Distribution Channel (Offline, Online), and Regional Forecasts 2022-2028

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Abstracts

Global Maternity Innerwear Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Maternity innerwear can be defined as specially designed clothing products intended for pregnant women. These inner wears are designed in such a way that they comfortably fit the growing baby bumps and do not cause uneasiness. Maternity inner wears are made with higher percentage of cotton (up to 95%) and spandex (Up to 5%), to make them softer and smoother. Growing maternity apparel Market and rising adoption of e-commerce platform as well as increasing focus of leading market players towards fashionable maternity innerwear range are driving the growth of Maternity Innerwear Market. For instance, according to Statista – in 2019, worldwide retail sales of nursing bras were estimated at USD 509.17 million, and the sales are estimated to reach to USD 657.45 million by 2022. Furthermore, in April 2022, US based Marena Group, LLC launched its new maternity wear brand named Marena Maternity™ for women in pregnancy and post-pregnancy. This new line is company's first product line intended for new and expecting mothers. Under Marena Maternity line the company would offer shapewear and activewear products. Moreover, in September 2020, Nike launched its new maternity active wear brand called Nike-M. Under this brand the company would offer 4 products which includes- Sports bra, supportive leggings, tank top, and fleece cover up with a split hem. These new products are made from recycled polyester and possess excellent sweat-wicking properties. Also, growing fashion industry in emerging economies and increasing number of working pregnant women are likely to offer lucrative growth opportunities for Maternity innerwear Market in the forecasted period. However, slow penetration from developing regions and high

cost associated with branded products impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Maternity Innerwear Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to presence of leading apparel brands and rising disposable income in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as increasing penetration of global brands and rising urbanization in the region, would create lucrative growth prospects for the Maternity Innerwear Market across the Asia Pacific region.

Major market players included in this report are:

Seraphine

Wacoal

H & M Hennes & Mauritz AB

Hatch Collection LLC

MamaCouture

Hotmilk Lingerie

Belabumbum

Fresh Venturz LLP

Clovia

Triumph Holding AG

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Maternity Briefs

Maternity/Nursing Bras

Camisoles

Shapewear
By Distribution Channel
Offline,
Online
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Maternity Innerwear Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
 - 1.2.1. Global Maternity Innerwear Market, by Region, 2020-2028 (USD Million)
 - 1.2.2. Global Maternity Innerwear Market, by Type, 2020-2028 (USD Million)
 - 1.2.3. Global Maternity Innerwear Market, by Distribution Channel, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MATERNITY INNERWEAR MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL MATERNITY INNERWEAR MARKET DYNAMICS

- 3.1. Maternity Innerwear Market Impact Analysis (2020-2028)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rising maternity apparel Market
 - 3.1.1.2. Increasing adoption of e-commerce platform.
 - 3.1.1.3. Growing focus over fashionable maternity innerwear range.
 - 3.1.2. Market Challenges
 - 3.1.2.1. Slow penetration from developing regions.
 - 3.1.2.2. High cost associated with branded products.
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing fashion industry in emerging economies.
 - 3.1.3.2. Increasing number of working pregnant women.

CHAPTER 4. GLOBAL MATERNITY INNERWEAR MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL MATERNITY INNERWEAR MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global Maternity Innerwear Market by Type, Performance - Potential Analysis
- 6.3. Global Maternity Innerwear Market Estimates & Forecasts by Type 2018-2028 (USD Million)
- 6.4. Maternity Innerwear Market, Sub Segment Analysis
 - 6.4.1. Maternity Briefs
 - 6.4.2. Maternity/Nursing Bras
 - 6.4.3. Camisoles
 - 6.4.4. Shapewear

CHAPTER 7. GLOBAL MATERNITY INNERWEAR MARKET, BY DISTRIBUTION CHANNEL

- 7.1. Market Snapshot

7.2. Global Maternity Innerwear Market by Distribution Channel, Performance - Potential Analysis

7.3. Global Maternity Innerwear Market Estimates & Forecasts by Distribution Channel 2018-2028 (USD Million)

7.4. Maternity Innerwear Market, Sub Segment Analysis

7.4.1. Online

7.4.2. Offline

CHAPTER 8. GLOBAL MATERNITY INNERWEAR MARKET, REGIONAL ANALYSIS

8.1. Maternity Innerwear Market, Regional Market Snapshot

8.2. North America Maternity Innerwear Market

8.2.1. U.S. Maternity Innerwear Market

8.2.1.1. Type estimates & forecasts, 2018-2028

8.2.1.2. Distribution Channel estimates & forecasts, 2018-2028

8.2.2. Canada Maternity Innerwear Market

8.3. Europe Maternity Innerwear Market Snapshot

8.3.1. U.K. Maternity Innerwear Market

8.3.2. Germany Maternity Innerwear Market

8.3.3. France Maternity Innerwear Market

8.3.4. Spain Maternity Innerwear Market

8.3.5. Italy Maternity Innerwear Market

8.3.6. Rest of Europe Maternity Innerwear Market

8.4. Asia-Pacific Maternity Innerwear Market Snapshot

8.4.1. China Maternity Innerwear Market

8.4.2. India Maternity Innerwear Market

8.4.3. Japan Maternity Innerwear Market

8.4.4. Australia Maternity Innerwear Market

8.4.5. South Korea Maternity Innerwear Market

8.4.6. Rest of Asia Pacific Maternity Innerwear Market

8.5. Latin America Maternity Innerwear Market Snapshot

8.5.1. Brazil Maternity Innerwear Market

8.5.2. Mexico Maternity Innerwear Market

8.6. Rest of The World Maternity Innerwear Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

- 9.2.1. Seraphine
 - 9.2.1.1. Key Information
 - 9.2.1.2. Overview
 - 9.2.1.3. Financial (Subject to Data Availability)
 - 9.2.1.4. Product Summary
 - 9.2.1.5. Recent Developments
- 9.2.2. Wacoal
- 9.2.3. H & M Hennes & Mauritz AB
- 9.2.4. Hatch Collection LLC
- 9.2.5. MamaCouture
- 9.2.6. Hotmilk Lingerie
- 9.2.7. Belabumbum
- 9.2.8. Fresh Venturz LLP
- 9.2.9. Clovia
- 9.2.10. Triumph Holding AG

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Maternity Innerwear Market, report scope

TABLE 2. Global Maternity Innerwear Market estimates & forecasts by Region
2018-2028 (USD Million)

TABLE 3. Global Maternity Innerwear Market estimates & forecasts by Type 2018-2028
(USD Million)

TABLE 4. Global Maternity Innerwear Market estimates & forecasts by Distribution
Channel 2018-2028 (USD Million)

TABLE 5. Global Maternity Innerwear Market by segment, estimates & forecasts,
2018-2028 (USD Million)

TABLE 6. Global Maternity Innerwear Market by region, estimates & forecasts,
2018-2028 (USD Million)

TABLE 7. Global Maternity Innerwear Market by segment, estimates & forecasts,
2018-2028 (USD Million)

TABLE 8. Global Maternity Innerwear Market by region, estimates & forecasts,
2018-2028 (USD Million)

TABLE 9. Global Maternity Innerwear Market by segment, estimates & forecasts,
2018-2028 (USD Million)

TABLE 10. Global Maternity Innerwear Market by region, estimates & forecasts,
2018-2028 (USD Million)

TABLE 11. Global Maternity Innerwear Market by segment, estimates & forecasts,
2018-2028 (USD Million)

TABLE 12. Global Maternity Innerwear Market by region, estimates & forecasts,
2018-2028 (USD Million)

TABLE 13. Global Maternity Innerwear Market by segment, estimates & forecasts,
2018-2028 (USD Million)

TABLE 14. Global Maternity Innerwear Market by region, estimates & forecasts,
2018-2028 (USD Million)

TABLE 15. U.S. Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD
Million)

TABLE 16. U.S. Maternity Innerwear Market estimates & forecasts by segment
2018-2028 (USD Million)

TABLE 17. U.S. Maternity Innerwear Market estimates & forecasts by segment
2018-2028 (USD Million)

TABLE 18. Canada Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD
Million)

TABLE 19. Canada Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 20. Canada Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. UK Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 22. UK Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 23. UK Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. Germany Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 25. Germany Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 26. Germany Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. RoE Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 28. RoE Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 29. RoE Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. China Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 31. China Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 32. China Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. India Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 34. India Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 35. India Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. Japan Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 37. Japan Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 38. Japan Maternity Innerwear Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 39. RoAPAC Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 40. RoAPAC Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 41. RoAPAC Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. Brazil Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 43. Brazil Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 44. Brazil Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Mexico Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 46. Mexico Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 47. Mexico Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. RoLA Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 49. RoLA Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 50. RoLA Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. Row Maternity Innerwear Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 52. Row Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 53. Row Maternity Innerwear Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. List of secondary sources, used in the study of global Maternity Innerwear Market

TABLE 55. List of primary sources, used in the study of global Maternity Innerwear Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Maternity Innerwear Market, research methodology
- FIG 2. Global Maternity Innerwear Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Maternity Innerwear Market, key trends 2021
- FIG 5. Global Maternity Innerwear Market, growth prospects 2022-2028
- FIG 6. Global Maternity Innerwear Market, porters 5 force model
- FIG 7. Global Maternity Innerwear Market, pest analysis
- FIG 8. Global Maternity Innerwear Market, value chain analysis
- FIG 9. Global Maternity Innerwear Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Maternity Innerwear Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Maternity Innerwear Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Maternity Innerwear Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Maternity Innerwear Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Maternity Innerwear Market, regional snapshot 2018 & 2028
- FIG 15. North America Maternity Innerwear Market 2018 & 2028 (USD Million)
- FIG 16. Europe Maternity Innerwear Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Maternity Innerwear Market 2018 & 2028 (USD Million)
- FIG 19. Global Maternity Innerwear Market, company Market share analysis (2021)

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