

Global Men's Undershirt Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Men's Undershirt competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. In 2024, global men's undershirt production reached approximately 4.38 billion units, with an average global market price of around US\$3.58 per unit. A men's undershirt is a foundational garment worn beneath outer clothing, primarily designed to absorb sweat, protect outerwear from body oils, provide an additional layer of warmth, and improve comfort. Its production utilizes upstream raw materials such as cotton fibers, wood pulp-derived modal or lyocell, synthetic polyester, and spandex for elasticity, which are spun into yarns and knitted into fabrics. The downstream application is universal in men's daily wardrobes across various demographics, serving as essential innerwear for formal, casual, and occupational attire. Modern manufacturing relies on automated cutting and sewing production lines for high-volume assembly, with industry gross margins typically ranging from 30% to 50% for basic models, influenced by brand value, material cost, and distribution channels, while premium segments using specialized materials can achieve higher profitability.

The global Men's Undershirt market size was estimated at USD 15691.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 7.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Men's Undershirt market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts

SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Men's Undershirt market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Men's Undershirt market.

Global Men's Undershirt Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Hanesbrands

Fruit of the Loom

Uniqlo

American EagleOutfitters

PVH

Nike

Jockey

Adidas

Triumph International

Delta Galil

Marks & Spencer

Gunze

MeUndies

HUGO BOSS

Lululemon Athletica

Iconix

Wacoal

Aimer

Cosmo-lady

ThreeGun

Huijie

Pierre Cardin

Septwolves

Market Segmentation (by Type)

CrewNeck

V-Neck

Tanktop

Market Segmentation (by Application)

Shopping Mall/Department Store

Specialty Store

Supermarket

Online Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Men's Undershirt Market

Overview of the regional outlook of the Men's Undershirt Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Men's Undershirt Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Men's Undershirt, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Men's Undershirt
- 1.2 Key Market Segments
 - 1.2.1 Men's Undershirt Segment by Type
 - 1.2.2 Men's Undershirt Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 MEN'S UNDERSHIRT MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Men's Undershirt Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Men's Undershirt Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 MEN'S UNDERSHIRT MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Men's Undershirt Product Life Cycle
- 3.3 Global Men's Undershirt Sales by Manufacturers (2020-2025)
- 3.4 Global Men's Undershirt Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Men's Undershirt Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Men's Undershirt Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types
- 3.8 Men's Undershirt Market Competitive Situation and Trends
 - 3.8.1 Men's Undershirt Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Men's Undershirt Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 MEN'S UNDERSHIRT INDUSTRY CHAIN ANALYSIS

- 4.1 Men's Undershirt Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MEN'S UNDERSHIRT MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Men's Undershirt Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy – April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Men's Undershirt Market
- 5.7 ESG Ratings of Leading Companies

6 MEN'S UNDERSHIRT MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Men's Undershirt Sales Market Share by Type (2020-2025)
- 6.3 Global Men's Undershirt Market Size by Type (2020-2025)
- 6.4 Global Men's Undershirt Price by Type (2020-2025)

7 MEN'S UNDERSHIRT MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Men's Undershirt Market Sales by Application (2020-2025)
- 7.3 Global Men's Undershirt Market Size (M USD) by Application (2020-2025)

7.4 Global Men's Undershirt Sales Growth Rate by Application (2020-2025)

8 MEN'S UNDERSHIRT MARKET SALES BY REGION

8.1 Global Men's Undershirt Sales by Region

8.1.1 Global Men's Undershirt Sales by Region

8.1.2 Global Men's Undershirt Sales Market Share by Region

8.2 Global Men's Undershirt Market Size by Region

8.2.1 Global Men's Undershirt Market Size by Region

8.2.2 Global Men's Undershirt Market Size by Region

8.3 North America

8.3.1 North America Men's Undershirt Sales by Country

8.3.2 North America Men's Undershirt Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Men's Undershirt Sales by Country

8.4.2 Europe Men's Undershirt Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Men's Undershirt Sales by Region

8.5.2 Asia Pacific Men's Undershirt Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Men's Undershirt Sales by Country

8.6.2 South America Men's Undershirt Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Men's Undershirt Sales by Region
- 8.7.2 Middle East and Africa Men's Undershirt Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 MEN'S UNDERSHIRT MARKET PRODUCTION BY REGION

- 9.1 Global Production of Men's Undershirt by Region(2020-2025)
- 9.2 Global Men's Undershirt Revenue Market Share by Region (2020-2025)
- 9.3 Global Men's Undershirt Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Men's Undershirt Production
 - 9.4.1 North America Men's Undershirt Production Growth Rate (2020-2025)
 - 9.4.2 North America Men's Undershirt Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Men's Undershirt Production
 - 9.5.1 Europe Men's Undershirt Production Growth Rate (2020-2025)
 - 9.5.2 Europe Men's Undershirt Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Men's Undershirt Production (2020-2025)
 - 9.6.1 Japan Men's Undershirt Production Growth Rate (2020-2025)
 - 9.6.2 Japan Men's Undershirt Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Men's Undershirt Production (2020-2025)
 - 9.7.1 China Men's Undershirt Production Growth Rate (2020-2025)
 - 9.7.2 China Men's Undershirt Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Hanesbrands
 - 10.1.1 Hanesbrands Basic Information
 - 10.1.2 Hanesbrands Men's Undershirt Product Overview
 - 10.1.3 Hanesbrands Men's Undershirt Product Market Performance
 - 10.1.4 Hanesbrands Business Overview
 - 10.1.5 Hanesbrands SWOT Analysis
 - 10.1.6 Hanesbrands Recent Developments

10.2 Fruit of the Loom

- 10.2.1 Fruit of the Loom Basic Information
- 10.2.2 Fruit of the Loom Men's Undershirt Product Overview
- 10.2.3 Fruit of the Loom Men's Undershirt Product Market Performance
- 10.2.4 Fruit of the Loom Business Overview
- 10.2.5 Fruit of the Loom SWOT Analysis
- 10.2.6 Fruit of the Loom Recent Developments

10.3 Uniqlo

- 10.3.1 Uniqlo Basic Information
- 10.3.2 Uniqlo Men's Undershirt Product Overview
- 10.3.3 Uniqlo Men's Undershirt Product Market Performance
- 10.3.4 Uniqlo Business Overview
- 10.3.5 Uniqlo SWOT Analysis
- 10.3.6 Uniqlo Recent Developments

10.4 American EagleOutfitters

- 10.4.1 American EagleOutfitters Basic Information
- 10.4.2 American EagleOutfitters Men's Undershirt Product Overview
- 10.4.3 American EagleOutfitters Men's Undershirt Product Market Performance
- 10.4.4 American EagleOutfitters Business Overview
- 10.4.5 American EagleOutfitters Recent Developments

10.5 PVH

- 10.5.1 PVH Basic Information
- 10.5.2 PVH Men's Undershirt Product Overview
- 10.5.3 PVH Men's Undershirt Product Market Performance
- 10.5.4 PVH Business Overview
- 10.5.5 PVH Recent Developments

10.6 Nike

- 10.6.1 Nike Basic Information
- 10.6.2 Nike Men's Undershirt Product Overview
- 10.6.3 Nike Men's Undershirt Product Market Performance
- 10.6.4 Nike Business Overview
- 10.6.5 Nike Recent Developments

10.7 Jockey

- 10.7.1 Jockey Basic Information
- 10.7.2 Jockey Men's Undershirt Product Overview
- 10.7.3 Jockey Men's Undershirt Product Market Performance
- 10.7.4 Jockey Business Overview
- 10.7.5 Jockey Recent Developments

10.8 Adidas

- 10.8.1 Adidas Basic Information
- 10.8.2 Adidas Men's Undershirt Product Overview
- 10.8.3 Adidas Men's Undershirt Product Market Performance
- 10.8.4 Adidas Business Overview
- 10.8.5 Adidas Recent Developments
- 10.9 Triumph International
 - 10.9.1 Triumph International Basic Information
 - 10.9.2 Triumph International Men's Undershirt Product Overview
 - 10.9.3 Triumph International Men's Undershirt Product Market Performance
 - 10.9.4 Triumph International Business Overview
 - 10.9.5 Triumph International Recent Developments
- 10.10 Delta Galil
 - 10.10.1 Delta Galil Basic Information
 - 10.10.2 Delta Galil Men's Undershirt Product Overview
 - 10.10.3 Delta Galil Men's Undershirt Product Market Performance
 - 10.10.4 Delta Galil Business Overview
 - 10.10.5 Delta Galil Recent Developments
- 10.11 Marks and Spencer
 - 10.11.1 Marks and Spencer Basic Information
 - 10.11.2 Marks and Spencer Men's Undershirt Product Overview
 - 10.11.3 Marks and Spencer Men's Undershirt Product Market Performance
 - 10.11.4 Marks and Spencer Business Overview
 - 10.11.5 Marks and Spencer Recent Developments
- 10.12 Gunze
 - 10.12.1 Gunze Basic Information
 - 10.12.2 Gunze Men's Undershirt Product Overview
 - 10.12.3 Gunze Men's Undershirt Product Market Performance
 - 10.12.4 Gunze Business Overview
 - 10.12.5 Gunze Recent Developments
- 10.13 MeUndies
 - 10.13.1 MeUndies Basic Information
 - 10.13.2 MeUndies Men's Undershirt Product Overview
 - 10.13.3 MeUndies Men's Undershirt Product Market Performance
 - 10.13.4 MeUndies Business Overview
 - 10.13.5 MeUndies Recent Developments
- 10.14 HUGO BOSS
 - 10.14.1 HUGO BOSS Basic Information
 - 10.14.2 HUGO BOSS Men's Undershirt Product Overview
 - 10.14.3 HUGO BOSS Men's Undershirt Product Market Performance

- 10.14.4 HUGO BOSS Business Overview
- 10.14.5 HUGO BOSS Recent Developments
- 10.15 Lululemon Athletica
 - 10.15.1 Lululemon Athletica Basic Information
 - 10.15.2 Lululemon Athletica Men's Undershirt Product Overview
 - 10.15.3 Lululemon Athletica Men's Undershirt Product Market Performance
 - 10.15.4 Lululemon Athletica Business Overview
 - 10.15.5 Lululemon Athletica Recent Developments
- 10.16 Iconix
 - 10.16.1 Iconix Basic Information
 - 10.16.2 Iconix Men's Undershirt Product Overview
 - 10.16.3 Iconix Men's Undershirt Product Market Performance
 - 10.16.4 Iconix Business Overview
 - 10.16.5 Iconix Recent Developments
- 10.17 Wacoal
 - 10.17.1 Wacoal Basic Information
 - 10.17.2 Wacoal Men's Undershirt Product Overview
 - 10.17.3 Wacoal Men's Undershirt Product Market Performance
 - 10.17.4 Wacoal Business Overview
 - 10.17.5 Wacoal Recent Developments
- 10.18 Aimer
 - 10.18.1 Aimer Basic Information
 - 10.18.2 Aimer Men's Undershirt Product Overview
 - 10.18.3 Aimer Men's Undershirt Product Market Performance
 - 10.18.4 Aimer Business Overview
 - 10.18.5 Aimer Recent Developments
- 10.19 Cosmo-lady
 - 10.19.1 Cosmo-lady Basic Information
 - 10.19.2 Cosmo-lady Men's Undershirt Product Overview
 - 10.19.3 Cosmo-lady Men's Undershirt Product Market Performance
 - 10.19.4 Cosmo-lady Business Overview
 - 10.19.5 Cosmo-lady Recent Developments
- 10.20 ThreeGun
 - 10.20.1 ThreeGun Basic Information
 - 10.20.2 ThreeGun Men's Undershirt Product Overview
 - 10.20.3 ThreeGun Men's Undershirt Product Market Performance
 - 10.20.4 ThreeGun Business Overview
 - 10.20.5 ThreeGun Recent Developments
- 10.21 Huijie

- 10.21.1 Huijie Basic Information
- 10.21.2 Huijie Men's Undershirt Product Overview
- 10.21.3 Huijie Men's Undershirt Product Market Performance
- 10.21.4 Huijie Business Overview
- 10.21.5 Huijie Recent Developments
- 10.22 Pierre Cardin
 - 10.22.1 Pierre Cardin Basic Information
 - 10.22.2 Pierre Cardin Men's Undershirt Product Overview
 - 10.22.3 Pierre Cardin Men's Undershirt Product Market Performance
 - 10.22.4 Pierre Cardin Business Overview
 - 10.22.5 Pierre Cardin Recent Developments
- 10.23 Septwolves
 - 10.23.1 Septwolves Basic Information
 - 10.23.2 Septwolves Men's Undershirt Product Overview
 - 10.23.3 Septwolves Men's Undershirt Product Market Performance
 - 10.23.4 Septwolves Business Overview
 - 10.23.5 Septwolves Recent Developments

11 MEN'S UNDERSHIRT MARKET FORECAST BY REGION

- 11.1 Global Men's Undershirt Market Size Forecast
- 11.2 Global Men's Undershirt Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Men's Undershirt Market Size Forecast by Country
 - 11.2.3 Asia Pacific Men's Undershirt Market Size Forecast by Region
 - 11.2.4 South America Men's Undershirt Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Men's Undershirt by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Men's Undershirt Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Men's Undershirt by Type (2026-2035)
 - 12.1.2 Global Men's Undershirt Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Men's Undershirt by Type (2026-2035)
- 12.2 Global Men's Undershirt Market Forecast by Application (2026-2035)
 - 12.2.1 Global Men's Undershirt Sales (K Units) Forecast by Application
 - 12.2.2 Global Men's Undershirt Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Men's Undershirt Market Size by Type (M USD)
Table 4. Global Men's Undershirt Market Size by Application
Table 5. Men's Undershirt Market Size Comparison by Region (M USD)
Table 6. Global Men's Undershirt Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Men's Undershirt Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Men's Undershirt Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Men's Undershirt Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Men's Undershirt as of 2025)
Table 11. Global Market Men's Undershirt Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers' Manufacturing Sites, Areas Served
Table 13. Manufacturers' Product Type
Table 14. Global Men's Undershirt Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Men's Undershirt Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Men's Undershirt Sales by Type (K Units)
Table 27. Global Men's Undershirt Market Size by Type (M USD)
Table 28. Global Men's Undershirt Sales (K Units) by Type (2020-2025)
Table 29. Global Men's Undershirt Sales Market Share by Type (2020-2025)
Table 30. Global Men's Undershirt Market Size (M USD) by Type (2020-2025)
Table 31. Global Men's Undershirt Market Share by Type (2020-2025)

Table 32. Global Men's Undershirt Price (USD/Unit) by Type (2020-2025)
Table 33. Global Men's Undershirt Sales (K Units) by Application
Table 34. Global Men's Undershirt Market Size by Application
Table 35. Global Men's Undershirt Sales by Application (2020-2025) & (K Units)
Table 36. Global Men's Undershirt Sales Market Share by Application (2020-2025)
Table 37. Global Men's Undershirt Market Size by Application (2020-2025) & (M USD)
Table 38. Global Men's Undershirt Market Share by Application (2020-2025)
Table 39. Global Men's Undershirt Sales Growth Rate by Application (2020-2025)
Table 40. Global Men's Undershirt Sales by Region (2020-2025) & (K Units)
Table 41. Global Men's Undershirt Sales Market Share by Region (2020-2025)
Table 42. Global Men's Undershirt Market Size by Region (2020-2025) & (M USD)
Table 43. Global Men's Undershirt Market Size by Region (2020-2025)
Table 44. North America Men's Undershirt Sales by Country (2020-2025) & (K Units)
Table 45. North America Men's Undershirt Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Men's Undershirt Sales by Country (2020-2025) & (K Units)
Table 47. Europe Men's Undershirt Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Men's Undershirt Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Men's Undershirt Market Size by Region (2020-2025) & (M USD)
Table 50. South America Men's Undershirt Sales by Country (2020-2025) & (K Units)
Table 51. South America Men's Undershirt Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Men's Undershirt Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Men's Undershirt Market Size by Region (2020-2025) & (M USD)
Table 54. Global Men's Undershirt Production (K Units) by Region(2020-2025)
Table 55. Global Men's Undershirt Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Men's Undershirt Revenue Market Share by Region (2020-2025)
Table 57. Global Men's Undershirt Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Men's Undershirt Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Men's Undershirt Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Men's Undershirt Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Men's Undershirt Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Hanesbrands Basic Information
Table 63. Hanesbrands Men's Undershirt Product Overview
Table 64. Hanesbrands Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 65. Hanesbrands Business Overview
Table 66. Hanesbrands SWOT Analysis
Table 67. Hanesbrands Recent Developments
Table 68. Fruit of the Loom Basic Information
Table 69. Fruit of the Loom Men's Undershirt Product Overview
Table 70. Fruit of the Loom Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Fruit of the Loom Business Overview
Table 72. Fruit of the Loom SWOT Analysis
Table 73. Fruit of the Loom Recent Developments
Table 74. Uniqlo Basic Information
Table 75. Uniqlo Men's Undershirt Product Overview
Table 76. Uniqlo Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Uniqlo Business Overview
Table 78. Uniqlo SWOT Analysis
Table 79. Uniqlo Recent Developments
Table 80. American EagleOutfitters Basic Information
Table 81. American EagleOutfitters Men's Undershirt Product Overview
Table 82. American EagleOutfitters Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. American EagleOutfitters Business Overview
Table 84. American EagleOutfitters Recent Developments
Table 85. PVH Basic Information
Table 86. PVH Men's Undershirt Product Overview
Table 87. PVH Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. PVH Business Overview
Table 89. PVH Recent Developments
Table 90. Nike Basic Information
Table 91. Nike Men's Undershirt Product Overview
Table 92. Nike Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Nike Business Overview
Table 94. Nike Recent Developments

Table 95. Jockey Basic Information

Table 96. Jockey Men's Undershirt Product Overview

Table 97. Jockey Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Jockey Business Overview

Table 99. Jockey Recent Developments

Table 100. Adidas Basic Information

Table 101. Adidas Men's Undershirt Product Overview

Table 102. Adidas Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Adidas Business Overview

Table 104. Adidas Recent Developments

Table 105. Triumph International Basic Information

Table 106. Triumph International Men's Undershirt Product Overview

Table 107. Triumph International Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Triumph International Business Overview

Table 109. Triumph International Recent Developments

Table 110. Delta Galil Basic Information

Table 111. Delta Galil Men's Undershirt Product Overview

Table 112. Delta Galil Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Delta Galil Business Overview

Table 114. Delta Galil Recent Developments

Table 115. Marks and Spencer Basic Information

Table 116. Marks and Spencer Men's Undershirt Product Overview

Table 117. Marks and Spencer Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Marks and Spencer Business Overview

Table 119. Marks and Spencer Recent Developments

Table 120. Gunze Basic Information

Table 121. Gunze Men's Undershirt Product Overview

Table 122. Gunze Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Gunze Business Overview

Table 124. Gunze Recent Developments

Table 125. MeUndies Basic Information

Table 126. MeUndies Men's Undershirt Product Overview

Table 127. MeUndies Men's Undershirt Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 128. MeUndies Business Overview

Table 129. MeUndies Recent Developments

Table 130. HUGO BOSS Basic Information

Table 131. HUGO BOSS Men's Undershirt Product Overview

Table 132. HUGO BOSS Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. HUGO BOSS Business Overview

Table 134. HUGO BOSS Recent Developments

Table 135. Lululemon Athletica Basic Information

Table 136. Lululemon Athletica Men's Undershirt Product Overview

Table 137. Lululemon Athletica Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Lululemon Athletica Business Overview

Table 139. Lululemon Athletica Recent Developments

Table 140. Iconix Basic Information

Table 141. Iconix Men's Undershirt Product Overview

Table 142. Iconix Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Iconix Business Overview

Table 144. Iconix Recent Developments

Table 145. Wacoal Basic Information

Table 146. Wacoal Men's Undershirt Product Overview

Table 147. Wacoal Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. Wacoal Business Overview

Table 149. Wacoal Recent Developments

Table 150. Aimer Basic Information

Table 151. Aimer Men's Undershirt Product Overview

Table 152. Aimer Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 153. Aimer Business Overview

Table 154. Aimer Recent Developments

Table 155. Cosmo-lady Basic Information

Table 156. Cosmo-lady Men's Undershirt Product Overview

Table 157. Cosmo-lady Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 158. Cosmo-lady Business Overview

Table 159. Cosmo-lady Recent Developments

Table 160. ThreeGun Basic Information
Table 161. ThreeGun Men's Undershirt Product Overview
Table 162. ThreeGun Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 163. ThreeGun Business Overview
Table 164. ThreeGun Recent Developments
Table 165. Huijie Basic Information
Table 166. Huijie Men's Undershirt Product Overview
Table 167. Huijie Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 168. Huijie Business Overview
Table 169. Huijie Recent Developments
Table 170. Pierre Cardin Basic Information
Table 171. Pierre Cardin Men's Undershirt Product Overview
Table 172. Pierre Cardin Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 173. Pierre Cardin Business Overview
Table 174. Pierre Cardin Recent Developments
Table 175. Septwolves Basic Information
Table 176. Septwolves Men's Undershirt Product Overview
Table 177. Septwolves Men's Undershirt Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 178. Septwolves Business Overview
Table 179. Septwolves Recent Developments
Table 180. Global Men's Undershirt Sales Forecast by Region (2026-2035) & (K Units)
Table 181. Global Men's Undershirt Market Size Forecast by Region (2026-2035) & (M USD)
Table 182. North America Men's Undershirt Sales Forecast by Country (2026-2035) & (K Units)
Table 183. North America Men's Undershirt Market Size Forecast by Country (2026-2035) & (M USD)
Table 184. Europe Men's Undershirt Sales Forecast by Country (2026-2035) & (K Units)
Table 185. Europe Men's Undershirt Market Size Forecast by Country (2026-2035) & (M USD)
Table 186. Asia Pacific Men's Undershirt Sales Forecast by Region (2026-2035) & (K Units)
Table 187. Asia Pacific Men's Undershirt Market Size Forecast by Region (2026-2035) & (M USD)
Table 188. South America Men's Undershirt Sales Forecast by Country (2026-2035) &

(K Units)

Table 189. South America Men's Undershirt Market Size Forecast by Country
(2026-2035) & (M USD)

Table 190. Middle East and Africa Men's Undershirt Sales Forecast by Country
(2026-2035) & (Units)

Table 191. Middle East and Africa Men's Undershirt Market Size Forecast by Country
(2026-2035) & (M USD)

Table 192. Global Men's Undershirt Sales Forecast by Type (2026-2035) & (K Units)

Table 193. Global Men's Undershirt Market Size Forecast by Type (2026-2035) & (M
USD)

Table 194. Global Men's Undershirt Price Forecast by Type (2026-2035) & (USD/Unit)

Table 195. Global Men's Undershirt Sales (K Units) Forecast by Application
(2026-2035)

Table 196. Global Men's Undershirt Market Size Forecast by Application (2026-2035) &
(M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Men's Undershirt
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Men's Undershirt Market Size (M USD), 2025-2035
- Figure 5. Global Men's Undershirt Market Size (M USD) (2020-2035)
- Figure 6. Global Men's Undershirt Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Men's Undershirt Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Men's Undershirt Product Life Cycle
- Figure 13. Men's Undershirt Sales Share by Manufacturers in 2025
- Figure 14. Global Men's Undershirt Revenue Share by Manufacturers in 2025
- Figure 15. Men's Undershirt Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Men's Undershirt Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Men's Undershirt Revenue in 2025
- Figure 18. Industry Chain Map of Men's Undershirt
- Figure 19. Global Men's Undershirt Market PEST Analysis
- Figure 20. Global Men's Undershirt Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Men's Undershirt Market Share by Type
- Figure 27. Sales Market Share of Men's Undershirt by Type (2020-2025)
- Figure 28. Sales Market Share of Men's Undershirt by Type in 2025
- Figure 29. Market Share of Men's Undershirt by Type (2020-2025)
- Figure 30. Market Share of Men's Undershirt by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Men's Undershirt Market Share by Application

Figure 33. Global Men's Undershirt Sales Market Share by Application (2020-2025)

Figure 34. Global Men's Undershirt Sales Market Share by Application in 2025

Figure 35. Global Men's Undershirt Market Share by Application (2020-2025)

Figure 36. Global Men's Undershirt Market Share by Application in 2025

Figure 37. Global Men's Undershirt Sales Growth Rate by Application (2020-2025)

Figure 38. Global Men's Undershirt Sales Market Share by Region (2020-2025)

Figure 39. Global Men's Undershirt Market Size by Region (2020-2025)

Figure 40. North America Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Men's Undershirt Sales Market Share by Country in 2024

Figure 43. North America Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Men's Undershirt Market Size by Country in 2024

Figure 45. U.S. Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Men's Undershirt Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Men's Undershirt Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Men's Undershirt Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Men's Undershirt Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Men's Undershirt Sales Market Share by Country in 2024

Figure 53. Europe Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Men's Undershirt Market Size by Country in 2024

Figure 55. Germany Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 65. Asia Pacific Men's Undershirt Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Men's Undershirt Sales Market Share by Region in 2024

Figure 67. Asia Pacific Men's Undershirt Market Size by Region in 2024

Figure 68. China Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Men's Undershirt Sales and Growth Rate (K Units)

Figure 79. South America Men's Undershirt Sales Market Share by Country in 2024

Figure 80. South America Men's Undershirt Market Size and Growth Rate (M USD)

Figure 81. South America Men's Undershirt Market Size by Country in 2024

Figure 82. Brazil Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Men's Undershirt Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Men's Undershirt Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Men's Undershirt Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Men's Undershirt Market Size by Region in 2024

Figure 92. Saudi Arabia Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Men's Undershirt Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Men's Undershirt Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Men's Undershirt Production Market Share by Region (2020-2025)

Figure 103. North America Men's Undershirt Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Men's Undershirt Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Men's Undershirt Production (K Units) Growth Rate (2020-2025)

Figure 106. China Men's Undershirt Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Men's Undershirt Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Men's Undershirt Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Men's Undershirt Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Men's Undershirt Market Share Forecast by Type (2026-2035)

Figure 111. Global Men's Undershirt Sales Forecast by Application (2026-2035)

Figure 112. Global Men's Undershirt Market Share Forecast by Application (2026-2035)

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