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Global Women's Underwear Market Research Report 2026(Status and Outlook)

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Abstracts

Women's underwear refers to intimate clothing designed specifically for women, providing support, comfort, and coverage. It includes various types such as bras, panties, shapewear, camisoles, and sleepwear. The women's underwear described in this report is a narrow concept, that is, it only includes bra products.Modern women's underwear combines functionality with aesthetics, using innovative materials and designs to ensure breathability, flexibility, and a perfect fit while also reflecting personal style and fashion trends.The global Women's Underwear market is experiencing continuous growth, driven by increasing consumer health awareness, evolving fashion aesthetics, technological advancements in fabric innovation, and expanding retail channels. As economic and cultural shifts occur, Women's Underwear has transformed from a basic necessity into a blend of functionality, fashion, and comfort.By product type, the market is segmented into ordinary Women's Underwear, nursing Women's Underwear, body shaping Women's Underwear, sports Women's Underwear, and others. Among these, sports Women's Underwear is seeing the fastest growth due to the rising popularity of fitness culture and the “athleisure” trend. Consumers demand high-support, breathable, and stylish options for both exercise and daily wear. Body shaping Women's Underwear is also expanding, especially in Asia and Europe, where demand for premium shapewear is high. Nursing Women's Underwear is growing steadily, fueled by increasing maternal health awareness and changing childbirth trends.In terms of retail channels, the Women's Underwear market is shifting toward an omnichannel approach. Shopping centers, specialty stores, and supermarkets remain dominant, particularly for premium brands where in-store fitting experiences matter. However, e-commerce and social media sales are booming, with platforms like live-streaming, social commerce, and direct-to-consumer (DTC) models reshaping consumer engagement. China, the U.S., and Europe are leading the surge in online Women's Underwear sales. Regionally, North America and Europe are mature markets

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with a strong preference for branded, high-end, and sustainable Women's Underwear. Asia-Pacific, particularly China and India, holds immense growth potential, driven by rising disposable income, shifting cultural norms, and new brand entrants. Latin America and the Middle East are also expanding, with high-end Women's Underwear demand in the Middle East growing due to cultural and religious preferences for customized and luxury intimate wear.Looking ahead, smart Women's Underwear, sustainable fabrics, and personalized customization will shape the industry. AI-driven fit customization, 3D body scanning, and data-driven fabric innovations will enhance the consumer experience. Additionally, as sustainability becomes a priority, brands are incorporating recycled fibers, bamboo fabrics, and organic cotton to align with green consumption trends.

The global Women's Underwear market size was estimated at USD 41420.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Women's Underwear 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 Women's Underwear 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 Women's Underwear market.

Global Women's Underwear Market: Market Segmentation

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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

Victoria's Secret

Triumph International

Hanes Brands

Fruit of Loom

American EagleOutfitters

Nike

Fast Retailing

Lululemon Athletica

Adidas

Calzedonia

Marks & Spencer

Ubras

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Jockey

Wacoal

NEIWAI

Delta Galil

PVH

ThirdLove

Huijie (Maniform Lingerie)

Page Industries

Cosmo Lady

Aimer

Gunze

Embrygroup

Lise Charmel

Wolf Lingerie

Gujin

Market Segmentation (by Type)

Ordinary Lingerie

Nursing Lingerie

Body Shaping Lingerie

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Sports Lingerie

Other

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

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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 Women's Underwear Market

Overview of the regional outlook of the Women's Underwear 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 Women's Underwear 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

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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 Women's Underwear, 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

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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

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