

Global Bra Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Bra market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Bra market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A bra, short for brassiere, is an undergarment worn by women to provide support, coverage, and shaping to the breasts. It typically consists of two cups, straps, and a band that encircles the chest. Bras come in a wide variety of styles, sizes, and designs to suit different body shapes and personal preferences. They are made from various materials, including cotton, nylon, lace, or satin, and may incorporate features like underwire, padding, or adjustable straps for enhanced comfort and fit. Bras serve multiple purposes, including providing support during physical activities, improving posture, enhancing the appearance of clothing, and boosting confidence. They are an essential part of women's daily attire, offering comfort, support, and aesthetic benefits.

The major global manufacturers of Bra include Groupe Chantelle, Hanesbrand, Jockey International, L Brands, MAS Holdings, Triumph International, PVH Corp, V.O.V.A, Wacoal, Wolf Lingerie, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier

includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Bra. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Bra market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Bra market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Bra industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Bra Include:

Groupe Chantelle

Hanesbrand

Jockey International

L Brands

MAS Holdings

Triumph International

PVH Corp

V.O.V.A

Wacoal

Wolf Lingerie

Bra Product Segment Include:

Padded Bra

Non-Padded Bra

Bra Product Application Include:

Offline Sales

Online Sales

Chapter Scope

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