

Global Intimate Underwear Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Intimate Underwear market size will reach 121,120 Million USD in 2025 and is projected to reach 206,773 Million USD by 2032, with a CAGR of 7.94% (2025-2032). Notably, the China Intimate Underwear 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

Intimate underwear, commonly known as lingerie, refers to undergarments designed for comfort, aesthetics, and personal expression. This category of clothing includes various styles such as bras, panties, lingerie sets, shapewear, and more. Intimate underwear serves both functional and aesthetic purposes, providing support and coverage while also allowing individuals to express their personal style and preferences. Materials such as lace, silk, satin, and various fabrics are often used to create intimate underwear, contributing to its visual appeal. Lingerie is not only worn for everyday comfort but is also chosen for special occasions, adding an element of sensuality and confidence. The design and style of intimate underwear can vary widely, catering to diverse body shapes, sizes, and fashion preferences.

The major global manufacturers of Intimate Underwear include L Brands, Hanes Brands, Berkshire Hathaway (Fruit of Loom), Triumph International, Wacoal, Marks & Spencer, Fast Retailing, PVH, Cosmo Lady, American Eagle (Aerie), Gunze, Jockey International, Page Industries Ltd., Embrygroup, Huijie (Maniform Lingerie), Aimer, Your

Sun, Lise Charmel, Rupa & Co. Limited, Debenhams, Wolf Lingerie, Hanky Panky, Tinsino, VIP Clothing, 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 Intimate Underwear. 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 Intimate Underwear 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 Intimate Underwear 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 Intimate Underwear 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 Intimate Underwear Include:

L Brands

Hanes Brands

Berkshire Hathaway (Fruit of Loom)

Triumph International

Wacoal

Marks & Spencer

Fast Retailing

PVH

Cosmo Lady

American Eagle (Aerie)

Gunze

Jockey International

Page Industries Ltd.

Embrygroup

Huijie (Maniform Lingerie)

Aimer

Your Sun

Lise Charmel

Rupa & Co. Limited

Debenhams

Wolf Lingerie

Hanky Panky

Tinsino

VIP Clothing

Intimate Underwear Product Segment Include:

Bras

Underpants

Sleepwear and Homewear

Shapewear

Thermal Clothes

Others

Intimate Underwear Product Application Include:

Department/General Merchandise Stores

Specialty Stores

Supermarket

Online Sales

Chapter Scope

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