

Global Intimate Wear 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 Wear 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 Intimate Wear 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 wear refers to a category of clothing that includes undergarments and sleepwear designed for personal comfort, hygiene, and often, aesthetic appeal. This encompasses various items such as bras, panties, camisoles, boxers, briefs, and sleepwear like nightgowns or pajamas. Intimate wear is typically worn close to the skin and is chosen for its functionality in providing support, modesty, and protection, as well as for its role in expressing personal style and confidence. Materials used in intimate wear range from cotton and silk to lace and synthetic blends, offering a diverse array of options to suit individual preferences. The design and fit of intimate wear consider factors like comfort, durability, and body shape. Intimate wear is an integral part of daily attire, and the fashion industry often introduces new trends, styles, and innovations within this category to meet evolving preferences and needs.

The major global manufacturers of Intimate Wear include Triumph, Marks & Spencer, Kiabi, Hunkemoller, Calzedonia, Chantelle Group, Hanesbrands, PVH Corp, SCHIESSER, Fruit of the Loom, LASCANA, Oysho, Jockey International, La Perla, ANN SUMMERS LTD., Penti, Agent Provocateur Ltd, Etam, The Bendon Group, 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 Wear. 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 Wear 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 Wear 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 Wear 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 Wear Include:

Triumph

Marks & spencer

Kiabi

Hunkemoller

Calzedonia

Chantelle Group

Hanesbrands

PVH Corp

SCHIESSER

Fruit of the Loom

LASCANA

Oysho

Jockey International

La Perla

ANN SUMMERS LTD.

Penti

Agent Provocateur Ltd

Etam

The Bendon Group

Intimate Wear Product Segment Include:

Bras

Underpants

Pajamas and Tracksuit

Others

Intimate Wear Product Application Include:

Women's Intimate Wear

Men's Intimate Wear

Kids' Intimate Wear

Chapter Scope

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