

Global Lingerie Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Lingerie market size will reach 47,366 Million USD in 2025 and is projected to reach 69,591 Million USD by 2032, with a CAGR of 5.65% (2025-2032). Notably, the China Lingerie 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

Lingerie is a type of undergarment that is designed for women. It is typically made from lightweight and delicate fabrics such as silk, lace, and satin, and is designed to be worn beneath clothing. Lingerie can range from simple and practical designs to more elaborate and ornate styles that are designed to be worn as a form of seduction or intimacy. Some common types of lingerie include bras, panties, thongs, corsets, babydolls, and chemises. Lingerie can be found in a wide range of sizes and designs, and is often chosen to reflect a woman's personal style, mood, or occasion.

The major global manufacturers of Lingerie include L Brands, Hanes Brands, Fruit of Loom, Triumph International, Nike, Wacoal, Adidas, Marks & Spencer, Uniqlo, American EagleOutfitters, Jockey, Lululemon Athletica, PVH, Cosmo Lady, ShenZhen HuiJie Group, Aimer, Embry Holdings, Gunze, Page Industries, Schiesser, Wolf Lingerie, Shanghai Gujin Underwear, Lise Charmel, Shanghai Three Gun, Ubras, 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 Lingerie. 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 Lingerie 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 Lingerie 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 Lingerie 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 Lingerie Include:

L Brands

Hanes Brands

Fruit of Loom

Triumph International

Nike

Wacoal

Adidas

Marks & Spencer

Uniqlo

American EagleOutfitters

Jockey

Lululemon Athletica

PVH

Cosmo Lady

ShenZhen HuiJie Group

Aimer

Embry Holdings

Gunze

Page Industries

Schiesser

Wolf Lingerie

Shanghai Gujin Underwear

Lise Charmel

Shanghai Three Gun

Ubras

Lingerie Product Segment Include:

Ordinary Lingerie

Nursing Lingerie

Body Shaping Lingerie

Sports Lingerie

Others

Lingerie Product Application Include:

Shopping Center

Specialty Store

Supermarket

Online Sales

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