

Global Loungewear Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Loungewear market size will reach 6,206.17 Million USD in 2025 and is projected to reach 10,370.32 Million USD by 2032, with a CAGR of 7.61% (2025-2032). Notably, the China Loungewear 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

Loungewear refers to clothing designed and worn primarily for relaxation, leisure, and comfort within the confines of one's home or in casual environments. It is characterized by its soft, cozy materials and relaxed fit, providing a comfortable and unrestricted feel. Common examples of loungewear include loose-fitting pants, sweatpants, leggings, hoodies, sweatshirts, robes, and soft knit tops. Loungewear is often made from breathable fabrics such as cotton, jersey, fleece, or modal, which provide a comfortable and lightweight feel. It is designed to promote freedom of movement and offer a sense of ease and relaxation. Loungewear has become increasingly popular as people seek comfortable and versatile clothing options for both working from home and unwinding during their downtime. It strikes a balance between comfort and style, allowing individuals to feel relaxed and at ease while still presenting a put-together appearance. Loungewear has evolved to incorporate fashionable elements, enabling people to feel cozy yet fashionable while going about their day-to-day activities at home or in casual settings.

The major global manufacturers of Loungewear include San Li Ren, Lululemon Athletica, Triumph International, Fruit of Loom, Hanes Brands, L Brands, Victoria's Secret, Uniqlo, Hong Xing, Cosmo Lady, EmbryForm, ShenZhen HuiJie, AutumnDeer, Gukoo, HOdoHOME, Aimer, Nan Ji Ren, 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 Loungewear. 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 Loungewear 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 Loungewear 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 Loungewear 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 Loungewear Include:

San Li Ren

Lululemon Athletica

Triumph International

Fruit of Loom

Hanes Brands

L Brands

Victoria's Secret

Uniqlo

Hong Xing

Cosmo Lady

EmbryForm

ShenZhen HuiJie

AutumnDeer

Gukoo

HOdoHOME

Aimer

Nan Ji Ren

Loungewear Product Segment Include:

Women Loungewear

Men Loungewear

Kid Loungewear

Loungewear Product Application Include:

Offline

Online

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