

Global Men's Underwear Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/MCCC291C067DEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: MCCC291C067DEN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Men's Underwear market size will reach 30,522 Million USD in 2025 and is projected to reach 97,458 Million USD by 2032, with a CAGR of 18.04% (2025-2032). Notably, the China Men's 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

Men's underwear refers to the undergarments specifically designed for men, providing support, comfort, and coverage for the male genital area. It includes various styles and types such as briefs, boxer briefs, boxers, and trunks. Briefs are the most traditional style, offering a snug fit with an elastic waistband and coverage from the waist to the upper thigh. Boxer briefs combine the length of boxers with the supportive fit of briefs, often made with stretchy fabrics. Boxers provide a looser fit and extended coverage, featuring an elastic waistband and a relaxed, roomy design. Trunks are similar to boxer briefs in terms of fit, but they are typically shorter in leg length. Men's underwear is commonly made from breathable fabrics like cotton, modal, or microfiber to enhance comfort and moisture-wicking properties. It serves as a foundational garment, offering support and protection, maintaining hygiene, and preventing chafing or discomfort during daily activities. Men's underwear also comes in a range of colors, patterns, and designs to suit individual tastes and preferences.

The major global manufacturers of Men's Underwear include Hanesbrands, Fruit of the

Loom, Uniqlo, American Eagle Outfitters, PVH, Nike, Jockey, Adidas, Triumph International, Delta Galil, Marks & Spencer, Gunze, MeUndies, HUGO BOSS, Lululemon Athletica, Iconix, Wacoal, Aimer, Cosmo-lady, ThreeGun, Huijie, Septwolves, Pierre Cardin, 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 Men's 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 Men's 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 Men's 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 Men's 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 Men's Underwear Include:

Hanesbrands

Fruit of the Loom

Uniqlo

American EagleOutfitters

PVH

Nike

Jockey

Adidas

Triumph International

Delta Galil

Marks & Spencer

Gunze

MeUndies

HUGO BOSS

Lululemon Athletica

Iconix

Wacoal

Aimer

Cosmo-lady

ThreeGun

Huijie

Septwolves

Pierre Cardin

Men's Underwear Product Segment Include:

Boxer Briefs

Boxer Leggings

Briefs

Thongs

Others

Men's Underwear Product Application Include:

Shopping Mall/Department Store

Specialty Store

Supermarket

Online Sales

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