

Global Online 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 Online Lingerie market size will reach 82,576 Million USD in 2025 and is projected to reach 166,003 Million USD by 2032, with a CAGR of 10.49% (2025-2032). Notably, the China Online 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

Online lingerie shopping is the practice of purchasing intimate apparel, such as underwear, bras, sleepwear, and hosiery, through internet-based platforms and e-commerce websites. This convenient method of shopping allows customers to browse a wide range of lingerie styles, sizes, and brands from the comfort and privacy of their own homes, and make selections based on personal preferences and needs. Online lingerie retailers typically provide detailed product descriptions, size guides, and high-quality images to help customers choose the right garments. Additionally, many online lingerie stores offer discreet packaging and a hassle-free return policy to ensure customer satisfaction. This approach to lingerie shopping has gained popularity due to its convenience and the ability to explore a diverse selection of styles and designs catering to different tastes and body types.

The major global manufacturers of Online Lingerie include Victoria's Secret, PVH, Hanesbrands, Aimer, Fruit of the Loom, Huijie, Triumph, Fast Retailing, Jockey International, Wacoal Holdings, Cosmo-lady, Gunze, Embry Form, Calida, Oleno Group,

Vivien, Tutuanna, Sunny Group, Miiow, GUJIN, Hop Lun, BYC, SBW, Good People, Sunflora, P.H. Garment, 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 Online 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 Online 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 Online 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 Online 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 Online Lingerie Include:

Victoria's Secret

PVH

Hanesbrands

Aimer

Fruit of the Loom

Huijie

Triumph

Fast Retailing

Jockey International

Wacoal Holdings

Cosmo-lady

Gunze

Embry Form

Calida

Oleno Group

Vivien

Tutuanna

Sunny Group

Miow

GUJIN

Hop Lun

BYC

SBW

Good People

Sunflora

P.H. Garment

Online Lingerie Product Segment Include:

Bra

Knickers & Panties

Lounge Wear

Shape Wear

Online Lingerie Product Application Include:

Female

Male

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Online Lingerie Industry PESTEL Analysis

Chapter 3: Global Online Lingerie Industry Porter's Five Forces Analysis

Chapter 4: Global Online Lingerie Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Online Lingerie Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Online Lingerie Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Online Lingerie Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 ONLINE LINGERIE MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Online Lingerie Product by Type
 - 1.2.1 Bra
 - 1.2.2 Knickers & Panties
 - 1.2.3 Lounge Wear
 - 1.2.4 Shape Wear
- 1.3 Online Lingerie Product by Application
 - 1.3.1 Female
 - 1.3.2 Male
- 1.4 Global Online Lingerie Market Revenue and Sales Analysis
 - 1.4.1 Global Online Lingerie Market Size Analysis (2020-2032)
 - 1.4.2 Global Online Lingerie Market Sales Analysis (2020-2032)
 - 1.4.3 Global Online Lingerie Market Sales Price Trend Analysis (2020-2032)
- 1.5 Online Lingerie Industry Trends and Innovation
 - 1.5.1 Online Lingerie Industry Trends and Innovation
 - 1.5.2 Online Lingerie Market Drivers and Challenges

2 ONLINE LINGERIE MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 ONLINE LINGERIE MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL ONLINE LINGERIE MARKET ANALYSIS BY REGIONS

- 4.1 Global Online Lingerie Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Online Lingerie Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Online Lingerie Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Online Lingerie Revenue Forecast by Region (2026-2032)
- 4.3 Global Online Lingerie Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Online Lingerie Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Online Lingerie Sales Forecast by Region (2026-2032)
- 4.4 Global Online Lingerie Sales Price Trend Analysis (2020-2032)

5 GLOBAL ONLINE LINGERIE MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Online Lingerie Market Size by Type
 - 5.1.1 Global Online Lingerie Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Online Lingerie Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Online Lingerie Market Size by Application
 - 5.2.1 Global Online Lingerie Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Online Lingerie Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Online Lingerie Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Online Lingerie Market Size by Type
 - 6.3.1 North America Online Lingerie Sales by Type (2020-2032)
 - 6.3.2 North America Online Lingerie Revenue by Type (2020-2032)
- 6.4 North America Online Lingerie Market Size by Application
 - 6.4.1 North America Online Lingerie Sales by Application (2020-2032)
 - 6.4.2 North America Online Lingerie Revenue by Application (2020-2032)
- 6.5 North America Online Lingerie Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Online Lingerie Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Online Lingerie Market Size by Type

- 7.3.1 Europe Online Lingerie Sales by Type (2020-2032)
- 7.3.2 Europe Online Lingerie Revenue by Type (2020-2032)
- 7.4 Europe Online Lingerie Market Size by Application
 - 7.4.1 Europe Online Lingerie Sales by Application (2020-2032)
 - 7.4.2 Europe Online Lingerie Revenue by Application (2020-2032)
- 7.5 Europe Online Lingerie Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Online Lingerie Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Online Lingerie Market Size by Type
 - 8.3.1 China Online Lingerie Sales by Type (2020-2032)
 - 8.3.2 China Online Lingerie Revenue by Type (2020-2032)
- 8.4 China Online Lingerie Market Size by Application
 - 8.4.1 China Online Lingerie Sales by Application (2020-2032)
 - 8.4.2 China Online Lingerie Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Online Lingerie Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Online Lingerie Market Size by Type
 - 9.3.1 APAC (excl. China) Online Lingerie Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Online Lingerie Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Online Lingerie Market Size by Application
 - 9.4.1 APAC (excl. China) Online Lingerie Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Online Lingerie Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Online Lingerie Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Online Lingerie Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Online Lingerie Market Size by Type

10.3.1 Latin America Online Lingerie Sales by Type (2020-2032)

10.3.2 Latin America Online Lingerie Revenue by Type (2020-2032)

10.4 Latin America Online Lingerie Market Size by Application

10.4.1 Latin America Online Lingerie Sales by Application (2020-2032)

10.4.2 Latin America Online Lingerie Revenue by Application (2020-2032)

10.5 Latin America Online Lingerie Market Size by Country

10.6 Latin America Online Lingerie Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Online Lingerie Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Online Lingerie Market Size by Type

11.3.1 Middle East & Africa Online Lingerie Sales by Type (2020-2032)

11.3.2 Middle East & Africa Online Lingerie Revenue by Type (2020-2032)

11.4 Middle East & Africa Online Lingerie Market Size by Application

11.4.1 Middle East & Africa Online Lingerie Sales by Application (2020-2032)

11.4.2 Middle East & Africa Online Lingerie Revenue by Application (2020-2032)

11.5 Middle East Online Lingerie Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Online Lingerie Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Online Lingerie Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Online Lingerie Market Revenue by Key Manufacturers (2021-2025)

- 12.1.3 Global Online Lingerie Average Sales Price by Manufacturers (2021-2025)
- 12.2 Online Lingerie Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Online Lingerie Competitive Landscape Analysis
 - 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
 - 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Victoria's Secret

- 13.1.1 Victoria's Secret Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.1.2 Victoria's Secret Online Lingerie Product Portfolio
- 13.1.3 Victoria's Secret Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 PVH

- 13.2.1 PVH Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.2.2 PVH Online Lingerie Product Portfolio
- 13.2.3 PVH Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Hanesbrands

- 13.3.1 Hanesbrands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.3.2 Hanesbrands Online Lingerie Product Portfolio
- 13.3.3 Hanesbrands Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Aimer

- 13.4.1 Aimer Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.4.2 Aimer Online Lingerie Product Portfolio
- 13.4.3 Aimer Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Fruit of the Loom

- 13.5.1 Fruit of the Loom Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.5.2 Fruit of the Loom Online Lingerie Product Portfolio
- 13.5.3 Fruit of the Loom Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Huijie

13.6.1 Huijie Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Huijie Online Lingerie Product Portfolio

13.6.3 Huijie Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Triumph

13.7.1 Triumph Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Triumph Online Lingerie Product Portfolio

13.7.3 Triumph Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Fast Retailing

13.8.1 Fast Retailing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Fast Retailing Online Lingerie Product Portfolio

13.8.3 Fast Retailing Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Jockey International

13.9.1 Jockey International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Jockey International Online Lingerie Product Portfolio

13.9.3 Jockey International Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Wacoal Holdings

13.10.1 Wacoal Holdings Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Wacoal Holdings Online Lingerie Product Portfolio

13.10.3 Wacoal Holdings Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Cosmo-lady

13.11.1 Cosmo-lady Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Cosmo-lady Online Lingerie Product Portfolio

13.11.3 Cosmo-lady Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Gunze

13.12.1 Gunze Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Gunze Online Lingerie Product Portfolio

13.12.3 Gunze Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Embry Form

13.13.1 Embry Form Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Embry Form Online Lingerie Product Portfolio

13.13.3 Embry Form Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Calida

13.14.1 Calida Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Calida Online Lingerie Product Portfolio

13.14.3 Calida Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Oleno Group

13.15.1 Oleno Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Oleno Group Online Lingerie Product Portfolio

13.15.3 Oleno Group Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 Vivien

13.16.1 Vivien Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Vivien Online Lingerie Product Portfolio

13.16.3 Vivien Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.17 Tutuanna

13.17.1 Tutuanna Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Tutuanna Online Lingerie Product Portfolio

13.17.3 Tutuanna Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.18 Sunny Group

13.18.1 Sunny Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 Sunny Group Online Lingerie Product Portfolio

13.18.3 Sunny Group Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.19 Miiow

13.19.1 Miiow Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 Miiow Online Lingerie Product Portfolio

13.19.3 Miiow Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.20 GUJIN

13.20.1 GUJIN Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 GUJIN Online Lingerie Product Portfolio

13.20.3 GUJIN Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.21 Hop Lun

13.21.1 Hop Lun Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 Hop Lun Online Lingerie Product Portfolio

13.21.3 Hop Lun Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.22 BYC

13.22.1 BYC Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.22.2 BYC Online Lingerie Product Portfolio

13.22.3 BYC Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.23 SBW

13.23.1 SBW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.23.2 SBW Online Lingerie Product Portfolio

13.23.3 SBW Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.24 Good People

13.24.1 Good People Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.24.2 Good People Online Lingerie Product Portfolio

13.24.3 Good People Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.25 Sunflora

13.25.1 Sunflora Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.25.2 Sunflora Online Lingerie Product Portfolio

13.25.3 Sunflora Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.26 P.H. Garment

13.26.1 P.H. Garment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.26.2 P.H. Garment Online Lingerie Product Portfolio

13.26.3 P.H. Garment Online Lingerie Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Online Lingerie Industry Chain Analysis

14.2 Online Lingerie Industry Raw Material and Suppliers Analysis

14.2.1 Online Lingerie Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Online Lingerie Typical Downstream Customers

14.4 Online Lingerie Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Online Lingerie Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Online Lingerie Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Online Lingerie Industry Development Status

Table 4: Online Lingerie Industry Development Trends

Table 5: Global Online Lingerie Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Online Lingerie Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Online Lingerie Revenue Market Share by Region (2020-2025)

Table 8: Global Online Lingerie Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Online Lingerie Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Online Lingerie Sales by Region (2020-2025) & (M Unit)

Table 11: Global Online Lingerie Sales Market Share by Region (2020-2025)

Table 12: Global Online Lingerie Sales Forecast by Region (2026-2032) & (M Unit)

Table 13: Global Online Lingerie Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Online Lingerie Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Online Lingerie Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Online Lingerie Sales Analysis by Type (2020-2025) & (M Unit)

Table 17: Global Online Lingerie Sales Analysis Forecast by Type (2026-2032) & (M Unit)

Table 18: Global Online Lingerie Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Online Lingerie Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Online Lingerie Sales Analysis by Application (2020-2025) & (M Unit)

Table 21: Global Online Lingerie Sales Analysis Forecast by Application (2026-2032) & (M Unit)

Table 22: Key Online Lingerie Players in North America

Table 23: North America Online Lingerie Sales by Type (2020-2025) & (M Unit)

Table 24: North America Online Lingerie Sales by Type (2026-2032) & (M Unit)

- Table 25: North America Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)
- Table 26: North America Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)
- Table 27: North America Online Lingerie Sales by Application (2020-2025) & (M Unit)
- Table 28: North America Online Lingerie Sales by Application (2026-2032) & (M Unit)
- Table 29: North America Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)
- Table 30: North America Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)
- Table 31: North America Online Lingerie Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 32: North America Online Lingerie Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 33: North America Online Lingerie Sales Market Size by Country (2020-2025) & (M Unit)
- Table 34: North America Online Lingerie Sales Market Size by Country (2026-2032) & (M Unit)
- Table 35: Key Online Lingerie Players in Europe
- Table 36: Europe Online Lingerie Sales by Type (2020-2025) & (M Unit)
- Table 37: Europe Online Lingerie Sales by Type (2026-2032) & (M Unit)
- Table 38: Europe Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)
- Table 39: Europe Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)
- Table 40: Europe Online Lingerie Sales by Application (2020-2025) & (M Unit)
- Table 41: Europe Online Lingerie Sales by Application (2026-2032) & (M Unit)
- Table 42: Europe Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)
- Table 43: Europe Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)
- Table 44: Europe Online Lingerie Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 45: Europe Online Lingerie Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 46: Europe Online Lingerie Sales Market Size by Country (2020-2025) & (M Unit)
- Table 47: Europe Online Lingerie Sales Market Size Forecast by Country (2026-2032) & (M Unit)
- Table 48: Key Online Lingerie Players in China
- Table 49: China Online Lingerie Sales by Type (2020-2025) & (M Unit)
- Table 50: China Online Lingerie Sales by Type (2026-2032) & (M Unit)
- Table 51: China Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)
- Table 52: China Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)
- Table 53: China Online Lingerie Sales by Application (2020-2025) & (M Unit)
- Table 54: China Online Lingerie Sales by Application (2026-2032) & (M Unit)

Table 55: China Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Online Lingerie Players in APAC (excl. China)

Table 58: APAC (excl. China) Online Lingerie Sales by Type (2020-2025) & (M Unit)

Table 59: APAC (excl. China) Online Lingerie Sales by Type (2026-2032) & (M Unit)

Table 60: APAC (excl. China) Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Online Lingerie Sales by Application (2020-2025) & (M Unit)

Table 63: APAC (excl. China) Online Lingerie Sales by Application (2026-2032) & (M Unit)

Table 64: APAC (excl. China) Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Online Lingerie Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Online Lingerie Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Online Lingerie Sales Market Size by Country (2020-2025) & (M Unit)

Table 69: APAC (excl. China) Online Lingerie Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 70: Key Online Lingerie Players in Latin America

Table 71: Latin America Online Lingerie Sales by Type (2020-2025) & (M Unit)

Table 72: Latin America Online Lingerie Sales by Type (2026-2032) & (M Unit)

Table 73: Latin America Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Online Lingerie Sales by Application (2020-2025) & (M Unit)

Table 76: Latin America Online Lingerie Sales by Application (2026-2032) & (M Unit)

Table 77: Latin America Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Online Lingerie Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Online Lingerie Revenue Market Size Forecast by Country

(2026-2032) & (US\$ Million)

Table 81: Latin America Online Lingerie Sales Market Size by Country (2020-2025) & (M Unit)

Table 82: Latin America Online Lingerie Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 83: Key Online Lingerie Players in Middle East & Africa

Table 84: Middle East & Africa Online Lingerie Sales by Type (2020-2025) & (M Unit)

Table 85: Middle East & Africa Online Lingerie Sales by Type (2026-2032) & (M Unit)

Table 86: Middle East & Africa Online Lingerie Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Online Lingerie Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Online Lingerie Sales by Application (2020-2025) & (M Unit)

Table 89: Middle East & Africa Online Lingerie Sales by Application (2026-2032) & (M Unit)

Table 90: Middle East & Africa Online Lingerie Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Online Lingerie Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Online Lingerie Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Online Lingerie Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Online Lingerie Sales Market Size by Country (2020-2025) & (M Unit)

Table 95: Middle East & Africa Online Lingerie Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 96: Global Online Lingerie Market Sales by Key Manufacturers (2021-2025) & (M Unit)

Table 97: Global Online Lingerie Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Online Lingerie Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Online Lingerie Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Victoria's Secret Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Victoria's Secret Online Lingerie Product Portfolio

Table 105: Victoria's Secret Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: PVH Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: PVH Online Lingerie Product Portfolio

Table 108: PVH Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Hanesbrands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Hanesbrands Online Lingerie Product Portfolio

Table 111: Hanesbrands Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Aimer Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Aimer Online Lingerie Product Portfolio

Table 114: Aimer Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: Fruit of the Loom Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Fruit of the Loom Online Lingerie Product Portfolio

Table 117: Fruit of the Loom Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Huijie Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Huijie Online Lingerie Product Portfolio

Table 120: Huijie Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Triumph Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Triumph Online Lingerie Product Portfolio

Table 123: Triumph Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Fast Retailing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Fast Retailing Online Lingerie Product Portfolio

Table 126: Fast Retailing Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price

(USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Jockey International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Jockey International Online Lingerie Product Portfolio

Table 129: Jockey International Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Wacoal Holdings Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Wacoal Holdings Online Lingerie Product Portfolio

Table 132: Wacoal Holdings Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Cosmo-lady Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Cosmo-lady Online Lingerie Product Portfolio

Table 135: Cosmo-lady Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Gunze Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Gunze Online Lingerie Product Portfolio

Table 138: Gunze Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Embry Form Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Embry Form Online Lingerie Product Portfolio

Table 141: Embry Form Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Calida Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Calida Online Lingerie Product Portfolio

Table 144: Calida Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Oleno Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Oleno Group Online Lingerie Product Portfolio

Table 147: Oleno Group Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Vivien Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 149: Vivien Online Lingerie Product Portfolio

Table 150: Vivien Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 151: Tutuanna Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 152: Tutuanna Online Lingerie Product Portfolio

Table 153: Tutuanna Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 154: Sunny Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 155: Sunny Group Online Lingerie Product Portfolio

Table 156: Sunny Group Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 157: Miiow Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 158: Miiow Online Lingerie Product Portfolio

Table 159: Miiow Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 160: GUJIN Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 161: GUJIN Online Lingerie Product Portfolio

Table 162: GUJIN Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 163: Hop Lun Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 164: Hop Lun Online Lingerie Product Portfolio

Table 165: Hop Lun Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 166: BYC Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 167: BYC Online Lingerie Product Portfolio

Table 168: BYC Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 169: SBW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 170: SBW Online Lingerie Product Portfolio

Table 171: SBW Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 172: Good People Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 173: Good People Online Lingerie Product Portfolio

Table 174: Good People Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 175: Sunflora Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 176: Sunflora Online Lingerie Product Portfolio

Table 177: Sunflora Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 178: P.H. Garment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 179: P.H. Garment Online Lingerie Product Portfolio

Table 180: P.H. Garment Online Lingerie Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 181: Upstream Key Raw Material Price List

Table 182: Online Lingerie Raw Material Suppliers and Contact Information

Table 183: Online Lingerie Typical Customer List

Table 184: Online Lingerie Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Online Lingerie Product Pictures
- Figure 2: Bra Picture Scope
- Figure 3: Knickers & Panties Picture Scope
- Figure 4: Lounge Wear Picture Scope
- Figure 5: Shape Wear Picture Scope
- Figure 6: Female Picture Scope
- Figure 7: Male Picture Scope
- Figure 8: Global Online Lingerie Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 9: Global Online Lingerie Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 10: Global Online Lingerie Market Sales and Growth Rate Analysis (2020-2032) & (M Unit)
- Figure 11: Global Online Lingerie Market Price Trend Analysis (2020-2032) & (USD/Unit)
- Figure 12: Global Online Lingerie Market Size by Region (2020-2032) & (US\$ Million)
- Figure 13: Global Online Lingerie Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 14: Global Online Lingerie Sales Price by Region (2020-2032) & (M Unit)
- Figure 15: North America Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 16: North America Online Lingerie Revenue Market Share by Players in 2024
- Figure 17: North America Online Lingerie Sales Market Share by Type (2020-2032)
- Figure 18: North America Online Lingerie Revenue Market Share by Type (2020-2032)
- Figure 19: North America Online Lingerie Sales Market Share by Application (2020-2032)
- Figure 20: North America Online Lingerie Revenue Market Share by Application (2020-2032)
- Figure 21: US Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 22: Canada Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 23: Europe Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 24: Europe Online Lingerie Revenue Market Share by Players in 2024
- Figure 25: Europe Online Lingerie Sales Market Share by Type (2020-2032)
- Figure 26: Europe Online Lingerie Revenue Market Share by Type (2020-2032)
- Figure 27: Europe Online Lingerie Sales Market Share by Application (2020-2032)

- Figure 28:Europe Online Lingerie Revenue Market Share by Application (2020-2032)
- Figure 29:Germany Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 30:France Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 31:United Kingdom Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 32:Italy Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 33:Spain Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 34:Benelux Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 35:China Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 36:China Online Lingerie Revenue Market Share by Players in 2024
- Figure 37:China Online Lingerie Sales Market Share by Type (2020-2032)
- Figure 38:China Online Lingerie Revenue Market Share by Type (2020-2032)
- Figure 39:China Online Lingerie Sales Market Share by Application (2020-2032)
- Figure 40:China Online Lingerie Revenue Market Share by Application (2020-2032)
- Figure 41:APAC (excl. China) Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 42:APAC (excl. China) Online Lingerie Revenue Market Share by Players in 2024
- Figure 43:APAC (excl. China) Online Lingerie Sales Market Share by Type (2020-2032)
- Figure 44:APAC (excl. China) Online Lingerie Revenue Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Online Lingerie Sales Market Share by Application (2020-2032)
- Figure 46:APAC (excl. China) Online Lingerie Revenue Market Share by Application (2020-2032)
- Figure 47:Japan Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 48:South Korea Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 49:India Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 50:Australia Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 51:Southeast Asia Online Lingerie Revenue (2020-2032) & (US\$ Million)
- Figure 52:Latin America Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 53:Latin America Online Lingerie Revenue Market Share by Players in 2024
- Figure 54:Latin America Online Lingerie Sales Market Share by Type (2020-2032)
- Figure 55:Latin America Online Lingerie Revenue Market Share by Type (2020-2032)
- Figure 56:Latin America Online Lingerie Sales Market Share by Application (2020-2032)
- Figure 57:Latin America Online Lingerie Revenue Market Share by Application (2020-2032)
- Figure 58:Mexico Online Lingerie Revenue (2020-2032) & (US\$ Million)

Figure 59:Brazil Online Lingerie Revenue (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Online Lingerie Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 61:Middle East & Africa Online Lingerie Revenue Market Share by Players in 2024

Figure 62:Middle East & Africa Online Lingerie Sales Market Share by Type (2020-2032)

Figure 63:Middle East & Africa Online Lingerie Revenue Market Share by Type (2020-2032)

Figure 64:Middle East & Africa Online Lingerie Sales Market Share by Application (2020-2032)

Figure 65:Middle East & Africa Online Lingerie Revenue Market Share by Application (2020-2032)

Figure 66:Saudi Arabia Online Lingerie Revenue (2020-2032) & (US\$ Million)

Figure 67:South Africa Online Lingerie Revenue (2020-2032) & (US\$ Million)

Figure 68:Global Online Lingerie Sales Market Share by Key Manufacturers in 2024

Figure 69:Global Online Lingerie Revenue Market Share by Key Manufacturers in 2024

Figure 70:Global Online Lingerie Industry Competition Landscape

Figure 71:Online Lingerie Industry Chain Analysis

Figure 72:Bottom-Up and Top-Down Research Methods

Figure 73:Key Interview Objectives

Figure 74:Data Cross Validation

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