

Global Shapewear Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Shapewear market size will reach 5,668.33 Million USD in 2025 and is projected to reach 8,745.02 Million USD by 2032, with a CAGR of 6.39% (2025-2032). Notably, the China Shapewear 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

Shapewear refers to a type of undergarment designed to sculpt and shape the body, providing a smoother silhouette and enhancing the wearer's appearance. Made from elastic and compressive materials such as spandex or Lycra, shapewear garments snugly conform to the contours of the body, compressing and redistributing fat and flesh to create a more streamlined and toned look. Shapewear comes in various styles, including bodysuits, waist cinchers, thigh shapers, and shaping shorts, catering to different body areas and clothing needs. It is commonly worn under form-fitting clothing to smooth out bulges, flatten the stomach, lift the buttocks, and slim the thighs, offering instant body contouring and boosting confidence. While shapewear can provide temporary enhancement, it is not a substitute for healthy lifestyle choices and exercise, and prolonged or excessive use may have health implications such as restricted circulation or discomfort.

The major global manufacturers of Shapewear include Triumph International, Nike, Under Armour, Adidas, HanesBrands, Leonisa, Wacoal, Decathlon, Spanx, Ann Chery,

medi, Li-Ning, 2XU, Cosmo Lady, Anita, Huijie, Aimer, 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 Shapewear. 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 Shapewear 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 Shapewear 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 Shapewear 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 Shapewear Include:

Triumph International

Nike

Under Armour

Adidas

HanesBrands

Leonisa

Wacoal

Decathlon

Spanx

Ann Chery

medi

Li-Ning

2XU

Cosmo Lady

Anita

Huijie

Aimer

Shapewear Product Segment Include:

Shaping

Sports

Medical

Shapewear Product Application Include:

Online Sales

Offline Sales

Chapter Scope

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

Chapter 2: Global Shapewear Industry PESTEL Analysis

Chapter 3: Global Shapewear Industry Porter's Five Forces Analysis

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

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

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

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

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

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

Chapter 10: Latin America Shapewear Competitive Analysis (Market Size, Key Players

and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

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

Chapter 12: Global Shapewear 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 SHAPEWEAR MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Shapewear Product by Type
 - 1.2.1 Shaping
 - 1.2.2 Sports
 - 1.2.3 Medical
- 1.3 Shapewear Product by Application
 - 1.3.1 Online Sales
 - 1.3.2 Offline Sales
- 1.4 Global Shapewear Market Revenue and Sales Analysis
 - 1.4.1 Global Shapewear Market Size Analysis (2020-2032)
 - 1.4.2 Global Shapewear Market Sales Analysis (2020-2032)
 - 1.4.3 Global Shapewear Market Sales Price Trend Analysis (2020-2032)
- 1.5 Shapewear Industry Trends and Innovation
 - 1.5.1 Shapewear Industry Trends and Innovation
 - 1.5.2 Shapewear Market Drivers and Challenges

2 SHAPEWEAR 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 SHAPEWEAR 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 SHAPEWEAR MARKET ANALYSIS BY REGIONS

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

5 GLOBAL SHAPEWEAR MARKET SIZE BY TYPE AND APPLICATION

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

6 NORTH AMERICA

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

7 EUROPE

- 7.1 Europe Shapewear Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Shapewear Market Size by Type
 - 7.3.1 Europe Shapewear Sales by Type (2020-2032)
 - 7.3.2 Europe Shapewear Revenue by Type (2020-2032)

7.4 Europe Shapewear Market Size by Application

7.4.1 Europe Shapewear Sales by Application (2020-2032)

7.4.2 Europe Shapewear Revenue by Application (2020-2032)

7.5 Europe Shapewear 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 Shapewear Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Shapewear Market Size by Type

8.3.1 China Shapewear Sales by Type (2020-2032)

8.3.2 China Shapewear Revenue by Type (2020-2032)

8.4 China Shapewear Market Size by Application

8.4.1 China Shapewear Sales by Application (2020-2032)

8.4.2 China Shapewear Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Shapewear Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Shapewear Market Size by Type

9.3.1 APAC (excl. China) Shapewear Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Shapewear Revenue by Type (2020-2032)

9.4 APAC (excl. China) Shapewear Market Size by Application

9.4.1 APAC (excl. China) Shapewear Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Shapewear Revenue by Application (2020-2032)

9.5 APAC (excl. China) Shapewear 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 Shapewear Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Shapewear Market Size by Type
 - 10.3.1 Latin America Shapewear Sales by Type (2020-2032)
 - 10.3.2 Latin America Shapewear Revenue by Type (2020-2032)
- 10.4 Latin America Shapewear Market Size by Application
 - 10.4.1 Latin America Shapewear Sales by Application (2020-2032)
 - 10.4.2 Latin America Shapewear Revenue by Application (2020-2032)
- 10.5 Latin America Shapewear Market Size by Country
- 10.6 Latin America Shapewear Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Shapewear Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Shapewear Market Size by Type
 - 11.3.1 Middle East & Africa Shapewear Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Shapewear Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Shapewear Market Size by Application
 - 11.4.1 Middle East & Africa Shapewear Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Shapewear Revenue by Application (2020-2032)
- 11.5 Middle East Shapewear Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Shapewear Market Sales, Revenue and Price by Key Manufacturers (2021-2025)
 - 12.1.1 Global Shapewear Market Sales by Key Manufacturers (2021-2025)
 - 12.1.2 Global Shapewear Market Revenue by Key Manufacturers (2021-2025)
 - 12.1.3 Global Shapewear Average Sales Price by Manufacturers (2021-2025)
- 12.2 Shapewear Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Shapewear 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 Triumph International

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

13.1.2 Triumph International Shapewear Product Portfolio

13.1.3 Triumph International Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Nike

13.2.1 Nike Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Nike Shapewear Product Portfolio

13.2.3 Nike Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Under Armour

13.3.1 Under Armour Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Under Armour Shapewear Product Portfolio

13.3.3 Under Armour Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Adidas

13.4.1 Adidas Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Adidas Shapewear Product Portfolio

13.4.3 Adidas Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 HanesBrands

13.5.1 HanesBrands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 HanesBrands Shapewear Product Portfolio

13.5.3 HanesBrands Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Leonisa

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

13.6.2 Leonisa Shapewear Product Portfolio

13.6.3 Leonisa Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Wacoal

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

13.7.2 Wacoal Shapewear Product Portfolio

13.7.3 Wacoal Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Decathlon

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

13.8.2 Decathlon Shapewear Product Portfolio

13.8.3 Decathlon Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Spanx

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

13.9.2 Spanx Shapewear Product Portfolio

13.9.3 Spanx Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Ann Chery

13.10.1 Ann Chery Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Ann Chery Shapewear Product Portfolio

13.10.3 Ann Chery Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 medi

13.11.1 medi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 medi Shapewear Product Portfolio

13.11.3 medi Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Li-Ning

13.12.1 Li-Ning Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Li-Ning Shapewear Product Portfolio

13.12.3 Li-Ning Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 2XU

13.13.1 2XU Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 2XU Shapewear Product Portfolio

13.13.3 2XU Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Cosmo Lady

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

13.14.2 Cosmo Lady Shapewear Product Portfolio

13.14.3 Cosmo Lady Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Anita

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

13.15.2 Anita Shapewear Product Portfolio

13.15.3 Anita Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 Huijie

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

13.16.2 Huijie Shapewear Product Portfolio

13.16.3 Huijie Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.17 Aimer

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

13.17.2 Aimer Shapewear Product Portfolio

13.17.3 Aimer Shapewear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Shapewear Industry Chain Analysis

14.2 Shapewear Industry Raw Material and Suppliers Analysis

14.2.1 Shapewear Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Shapewear Typical Downstream Customers

14.4 Shapewear 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 Shapewear Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

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

Table 3: Shapewear Industry Development Status

Table 4: Shapewear Industry Development Trends

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

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

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

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

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

Table 10: Global Shapewear Sales by Region (2020-2025) & (K Unit)

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

Table 12: Global Shapewear Sales Forecast by Region (2026-2032) & (K Unit)

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

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

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

Table 16: Global Shapewear Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Shapewear Sales Analysis Forecast by Type (2026-2032) & (K Unit)

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

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

Table 20: Global Shapewear Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Shapewear Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Shapewear Players in North America

Table 23: North America Shapewear Sales by Type (2020-2025) & (K Unit)

Table 24: North America Shapewear Sales by Type (2026-2032) & (K Unit)

Table 25: North America Shapewear Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Shapewear Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Shapewear Sales by Application (2020-2025) & (K Unit)

Table 28: North America Shapewear Sales by Application (2026-2032) & (K Unit)

Table 29: North America Shapewear Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Shapewear Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Shapewear Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Shapewear Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Shapewear Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Shapewear Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Shapewear Players in Europe

Table 36: Europe Shapewear Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Shapewear Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Shapewear Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Shapewear Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Shapewear Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Shapewear Sales by Application (2026-2032) & (K Unit)

Table 42: Europe Shapewear Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Shapewear Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Shapewear Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Shapewear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Shapewear Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe Shapewear Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Shapewear Players in China

Table 49: China Shapewear Sales by Type (2020-2025) & (K Unit)

Table 50: China Shapewear Sales by Type (2026-2032) & (K Unit)

Table 51: China Shapewear Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Shapewear Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Shapewear Sales by Application (2020-2025) & (K Unit)

Table 54: China Shapewear Sales by Application (2026-2032) & (K Unit)

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

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

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

Table 58: APAC (excl. China) Shapewear Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Shapewear Sales by Type (2026-2032) & (K Unit)

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

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

Table 62: APAC (excl. China) Shapewear Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Shapewear Sales by Application (2026-2032) & (K Unit)

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

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

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

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

Table 68: APAC (excl. China) Shapewear Sales Market Size by Country (2020-2025) & (K Unit)

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

Table 70: Key Shapewear Players in Latin America

Table 71: Latin America Shapewear Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Shapewear Sales by Type (2026-2032) & (K Unit)

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

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

Table 75: Latin America Shapewear Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Shapewear Sales by Application (2026-2032) & (K Unit)

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

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

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

Table 80: Latin America Shapewear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Shapewear Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Shapewear Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Shapewear Players in Middle East & Africa

- Table 84: Middle East & Africa Shapewear Sales by Type (2020-2025) & (K Unit)
- Table 85: Middle East & Africa Shapewear Sales by Type (2026-2032) & (K Unit)
- Table 86: Middle East & Africa Shapewear Revenue by Type (2020-2025) & (US\$ Million)
- Table 87: Middle East & Africa Shapewear Revenue by Type (2026-2032) & (US\$ Million)
- Table 88: Middle East & Africa Shapewear Sales by Application (2020-2025) & (K Unit)
- Table 89: Middle East & Africa Shapewear Sales by Application (2026-2032) & (K Unit)
- Table 90: Middle East & Africa Shapewear Revenue by Application (2020-2025) & (US\$ Million)
- Table 91: Middle East & Africa Shapewear Revenue by Application (2026-2032) & (US\$ Million)
- Table 92: Middle East & Africa Shapewear Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 93: Middle East & Africa Shapewear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 94: Middle East & Africa Shapewear Sales Market Size by Country (2020-2025) & (K Unit)
- Table 95: Middle East & Africa Shapewear Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 96: Global Shapewear Market Sales by Key Manufacturers (2021-2025) & (K Unit)
- Table 97: Global Shapewear Sales Market Share by Key Manufacturers (2021-2025)
- Table 98: Global Shapewear Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)
- Table 99: Global Shapewear 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: Triumph International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 104: Triumph International Shapewear Product Portfolio
- Table 105: Triumph International Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 106: Nike Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 107: Nike Shapewear Product Portfolio
- Table 108: Nike Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

- Table 109: Under Armour Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 110: Under Armour Shapewear Product Portfolio
- Table 111: Under Armour Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 112: Adidas Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 113: Adidas Shapewear Product Portfolio
- Table 114: Adidas Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 115: HanesBrands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 116: HanesBrands Shapewear Product Portfolio
- Table 117: HanesBrands Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 118: Leonisa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 119: Leonisa Shapewear Product Portfolio
- Table 120: Leonisa Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 121: Wacoal Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 122: Wacoal Shapewear Product Portfolio
- Table 123: Wacoal Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 124: Decathlon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 125: Decathlon Shapewear Product Portfolio
- Table 126: Decathlon Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 127: Spanx Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 128: Spanx Shapewear Product Portfolio
- Table 129: Spanx Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 130: Ann Chery Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 131: Ann Chery Shapewear Product Portfolio
- Table 132: Ann Chery Shapewear Revenue (US\$ Million), Sales (K Unit), Price

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

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

Table 134: medi Shapewear Product Portfolio

Table 135: medi Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 137: Li-Ning Shapewear Product Portfolio

Table 138: Li-Ning Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: 2XU Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: 2XU Shapewear Product Portfolio

Table 141: 2XU Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 143: Cosmo Lady Shapewear Product Portfolio

Table 144: Cosmo Lady Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 146: Anita Shapewear Product Portfolio

Table 147: Anita Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 149: Huijie Shapewear Product Portfolio

Table 150: Huijie Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 152: Aimer Shapewear Product Portfolio

Table 153: Aimer Shapewear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 154: Upstream Key Raw Material Price List

Table 155: Shapewear Raw Material Suppliers and Contact Information

Table 156: Shapewear Typical Customer List

Table 157: Shapewear Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Shapewear Product Pictures

Figure 2: Shaping Picture Scope

Figure 3: Sports Picture Scope

Figure 4: Medical Picture Scope

Figure 5: Online Sales Picture Scope

Figure 6: Offline Sales Picture Scope

Figure 7: Global Shapewear Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 8: Global Shapewear Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 9: Global Shapewear Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 10: Global Shapewear Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 11: Global Shapewear Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Shapewear Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: Global Shapewear Sales Price by Region (2020-2032) & (K Unit)

Figure 14: North America Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 15: North America Shapewear Revenue Market Share by Players in 2024

Figure 16: North America Shapewear Sales Market Share by Type (2020-2032)

Figure 17: North America Shapewear Revenue Market Share by Type (2020-2032)

Figure 18: North America Shapewear Sales Market Share by Application (2020-2032)

Figure 19: North America Shapewear Revenue Market Share by Application (2020-2032)

Figure 20: US Shapewear Revenue (2020-2032) & (US\$ Million)

Figure 21: Canada Shapewear Revenue (2020-2032) & (US\$ Million)

Figure 22: Europe Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 23: Europe Shapewear Revenue Market Share by Players in 2024

Figure 24: Europe Shapewear Sales Market Share by Type (2020-2032)

Figure 25: Europe Shapewear Revenue Market Share by Type (2020-2032)

Figure 26: Europe Shapewear Sales Market Share by Application (2020-2032)

Figure 27: Europe Shapewear Revenue Market Share by Application (2020-2032)

Figure 28: Germany Shapewear Revenue (2020-2032) & (US\$ Million)

Figure 29: France Shapewear Revenue (2020-2032) & (US\$ Million)

- Figure 30:United Kingdom Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 31:Italy Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 32:Spain Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 33:Benelux Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 34:China Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 35:China Shapewear Revenue Market Share by Players in 2024
- Figure 36:China Shapewear Sales Market Share by Type (2020-2032)
- Figure 37:China Shapewear Revenue Market Share by Type (2020-2032)
- Figure 38:China Shapewear Sales Market Share by Application (2020-2032)
- Figure 39:China Shapewear Revenue Market Share by Application (2020-2032)
- Figure 40:APAC (excl. China) Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 41:APAC (excl. China) Shapewear Revenue Market Share by Players in 2024
- Figure 42:APAC (excl. China) Shapewear Sales Market Share by Type (2020-2032)
- Figure 43:APAC (excl. China) Shapewear Revenue Market Share by Type (2020-2032)
- Figure 44:APAC (excl. China) Shapewear Sales Market Share by Application (2020-2032)
- Figure 45:APAC (excl. China) Shapewear Revenue Market Share by Application (2020-2032)
- Figure 46:Japan Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 47:South Korea Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 48:India Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 49:Australia Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 50:Southeast Asia Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 51:Latin America Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 52:Latin America Shapewear Revenue Market Share by Players in 2024
- Figure 53:Latin America Shapewear Sales Market Share by Type (2020-2032)
- Figure 54:Latin America Shapewear Revenue Market Share by Type (2020-2032)
- Figure 55:Latin America Shapewear Sales Market Share by Application (2020-2032)
- Figure 56:Latin America Shapewear Revenue Market Share by Application (2020-2032)
- Figure 57:Mexico Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 58:Brazil Shapewear Revenue (2020-2032) & (US\$ Million)
- Figure 59:Middle East & Africa Shapewear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 60:Middle East & Africa Shapewear Revenue Market Share by Players in 2024
- Figure 61:Middle East & Africa Shapewear Sales Market Share by Type (2020-2032)
- Figure 62:Middle East & Africa Shapewear Revenue Market Share by Type (2020-2032)
- Figure 63:Middle East & Africa Shapewear Sales Market Share by Application

(2020-2032)

Figure 64: Middle East & Africa Shapewear Revenue Market Share by Application

(2020-2032)

Figure 65: Saudi Arabia Shapewear Revenue (2020-2032) & (US\$ Million)

Figure 66: South Africa Shapewear Revenue (2020-2032) & (US\$ Million)

Figure 67: Global Shapewear Sales Market Share by Key Manufacturers in 2024

Figure 68: Global Shapewear Revenue Market Share by Key Manufacturers in 2024

Figure 69: Global Shapewear Industry Competition Landscape

Figure 70: Shapewear Industry Chain Analysis

Figure 71: Bottom-Up and Top-Down Research Methods

Figure 72: Key Interview Objectives

Figure 73: Data Cross Validation

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