

Global Sports Bras Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Sports Bras market size will reach 12,534 Million USD in 2025 and is projected to reach 15,616 Million USD by 2032, with a CAGR of 3.19% (2025-2032). Notably, the China Sports Bras 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

Sports bras are specialized undergarments designed to provide support and comfort to women during physical activities and sports. Unlike regular bras, sports bras are crafted from breathable and stretchable materials such as nylon, spandex, or polyester, which offer moisture-wicking properties to keep the skin dry and cool. They are designed to minimize breast movement and provide firm support to reduce discomfort and potential damage to breast tissues during exercise. Sports bras come in various styles including compression bras that flatten and minimize movement, and encapsulation bras that provide individual support to each breast. They typically feature wider shoulder straps, a supportive band under the bust, and sometimes adjustable features to ensure a personalized fit. Sports bras are essential for women participating in activities ranging from low-impact exercises like yoga and walking to high-impact sports like running, tennis, and aerobics, offering crucial protection and support for active lifestyles.

The major global manufacturers of Sports Bras include Nike, Adidas, HanesBrands, Wacoal, Lululemon Athletica, MAIA ACTIVE, Puma, Decathlon, Ubras, Aimer, Under Armour, Shock Absorber, Lorna Jane, Lining, Victoria's Secret, New Balance, 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 Sports Bras. 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 Sports Bras 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 Sports Bras 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 Sports Bras 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 Sports Bras Include:

Nike

Adidas

HanesBrands

Wacoal

Lululemon Athletica

MAIA ACTIVE

Puma

Decathlon

Ubras

Aimer

Under Armour

Shock Absorber

Lorna Jane

Lining

Victoria's Secret

New Balance

Sports Bras Product Segment Include:

Light Support

Medium Support

High Support

Sports Bras Product Application Include:

Specialty Stores

Supermarket

E-commerce

Others

Chapter Scope

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