

Global Women's Underwear Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Women's Underwear market size will reach 46,903 Million USD in 2025 and is projected to reach 69,230 Million USD by 2032, with a CAGR of 5.72% (2025-2032). Notably, the China Women'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

Women's underwear, also known as women's lingerie or intimate apparel, refers to clothing items worn underneath outer garments to provide comfort, hygiene, and modesty while conforming to various style preferences and practical needs. Women's underwear comes in diverse styles, including briefs, bikinis, thongs, boyshorts, and more, each offering different levels of coverage, fit, and functionality. These undergarments are typically made from soft fabrics such as cotton, lace, satin, or microfiber, chosen for their breathability, moisture-wicking properties, and comfort against the skin. Women's underwear is designed to fit snugly without causing discomfort or visible lines under clothing, and modern designs often feature seamless construction, elastic waistbands, and intricate detailing for aesthetic appeal. Additionally, specialized types such as shapewear and maternity underwear cater to specific body shapes or pregnancy-related needs, emphasizing the importance of both comfort and style in women's intimate apparel choices.

The major global manufacturers of Women's Underwear include L Brands, Hanes

Brands, Fruit of Loom, Triumph International, Nike, Wacoal, Adidas, Marks & Spencer, Uniqlo, American Eagle Outfitters, Lululemon Athletica, Jockey, PVH, Cosmo Lady, ShenZhen HuiJie Group, Aimer, Embry Holdings, Gunze, Page Industries, Schiesser, Wolf Lingerie, Shanghai Gujin Underwear, Lise Charmel, Shanghai Three Gun, Ubras, 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 Women'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 Women'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 Women'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 Women'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 Women's Underwear Include:

L Brands

Hanes Brands

Fruit of Loom

Triumph International

Nike

Wacoal

Adidas

Marks & Spencer

Uniqlo

American Eagle Outfitters

Lululemon Athletica

Jockey

PVH

Cosmo Lady

ShenZhen HuiJie Group

Aimer

Embry Holdings

Gunze

Page Industries

Schiesser

Wolf Lingerie

Shanghai Gujin Underwear

Lise Charmel

Shanghai Three Gun

Ubras

Women's Underwear Product Segment Include:

Cotton

Silk

Others

Women's Underwear Product Application Include:

Shopping Center

Specialty Store

Supermarket

Online Sales

Chapter Scope

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

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