

# Savage X Fenty and Skims or the Rise of Celebrity-led Underwear Brands in the US

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## Abstracts

Except for the abnormal growth in 2021 and decrease in 2020 caused by the pandemic, the US women's underwear market is relatively stable in market size. By contrast, there have been considerable fluctuations in market shares mainly caused by Victoria's Secret's unstable performance, changes in consumers' purchase patterns as well as the emergence of new players. This briefing discusses the recent trends in the US women's underwear market and demonstrates the key drivers of underwear brands' succ...

Euromonitor International's Savage X Fenty and Skims or the Rise of Celebrity-led Underwear Brands in the US global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Apparel, Footwear, Sportswear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction

A snapshot of the US women's underwear market

Savage x Fenty and skims

Savage X Fenty and Skims – Product Features

Savage X Fenty and Skims – Inclusivity

Savage X Fenty and Skims – Consumer Reviews

Savage X Fenty and Skims – Product Expansion

Savage X Fenty and Skims – DTC and Phygital

Savage X Fenty and Skims – Digital Transformation

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