

Global Bras Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Bras market size is expected to reach \$ 192964 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

A bra is a form-fitting undergarment designed to support, shape, cover, and enhance the breasts, typically constructed from textile fabrics, elastic materials, structural components such as cups and underwires, and fastening systems, balancing comfort, functionality, and aesthetic appeal.

The bra industry chain begins upstream with suppliers of synthetic and natural fibers such as polyester, nylon, cotton, elastane, lace, foam materials, underwires, hooks, sliders, elastic bands, and dyeing chemicals, continues midstream with textile knitting mills, fabric dyeing and finishing plants, component manufacturers, and garment factories performing cutting, sewing, molding, assembly, quality control, and packaging, and extends downstream to lingerie brands, private label retailers, department stores, specialty lingerie chains, sportswear companies, e-commerce platforms, and finally consumers purchasing through online channels and brick-and-mortar outlets worldwide influenced by fashion cycles, performance demands, and price segmentation strategies.

Current projects under construction and planned in the bra industry include expansion of large-scale automated lingerie factories in Vietnam, Indonesia, and Bangladesh, digital transformation upgrades in Chinese manufacturing clusters, investment in sustainable fabric production using recycled nylon and bio-based elastane, establishment of regional distribution centers supporting direct-to-consumer brands, development of smart manufacturing systems integrating AI-driven demand forecasting, joint ventures between international lingerie brands and Southeast Asian OEM suppliers, pilot programs for 3D body scanning and mass customization platforms, and

nearshoring initiatives in Latin America and Eastern Europe to reduce lead times for Western markets.

2025 Global Market Sales Volume: 5.8 Billion units. Average Global Market Price: USD 25 Per Piece. Market Average Gross Profit Margin: 22%.

The global bra market is a mature yet continuously evolving segment of the apparel industry, supported by stable replacement demand and product innovation across comfort, performance, and fashion categories. Growth is primarily volume-driven in emerging markets where female workforce participation and disposable income are increasing, while developed markets focus more on premiumization and functional upgrades. Over the past decade, the industry has shifted from heavily structured underwire products toward wireless comfort bras, athleisure-inspired designs, and inclusive sizing strategies. E-commerce has significantly reshaped distribution, enabling direct-to-consumer lingerie brands to compete with established multinational players. Data-driven inventory planning and fast-fashion cycles have shortened product development timelines. Sustainability has become a strategic priority, with brands investing in recycled fibers and eco-friendly dyeing processes. Body positivity movements have expanded size ranges and diversified marketing representation. Meanwhile, sports bras have emerged as one of the fastest-growing subsegments due to global fitness trends. Technological improvements in seamless knitting and molded cup engineering have enhanced wear comfort. Overall, the market demonstrates moderate growth with structural transformation toward comfort and functionality.

Regionally, Asia-Pacific dominates production due to integrated textile supply chains and cost advantages, particularly in China, Vietnam, Bangladesh, and Indonesia. North America and Europe represent high-value consumption markets with strong demand for premium and sustainable products. Latin America shows stable mid-range growth supported by domestic brands and regional manufacturing. The Middle East and Africa present emerging potential driven by urbanization and retail expansion. Japan and South Korea emphasize high-quality, technologically advanced lingerie products. Trade policy shifts and labor cost inflation are encouraging supplier diversification across multiple Asian countries. Nearshoring trends in Mexico and Eastern Europe are gradually expanding to serve Western markets. Currency volatility and freight costs continue to influence sourcing decisions. Overall, Asia leads manufacturing, while developed economies drive brand innovation and margin expansion.

Competitive characteristics of the bra market include the coexistence of global multinational lingerie brands, regional specialists, and numerous OEM/ODM

manufacturers concentrated in Asia. Brand equity, fit technology, marketing influence, and retail network strength are key competitive factors. Entry barriers at the manufacturing level are moderate, but brand establishment requires significant marketing investment. Product differentiation increasingly centers on comfort engineering, sustainable materials, and inclusive design.

This report studies the global Bras production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Bras and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Bras that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Bras total production and demand, 2021-2032, (K Units)

Global Bras total production value, 2021-2032, (USD Million)

Global Bras production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Bras consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Bras domestic production, consumption, key domestic manufacturers and share

Global Bras production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Bras production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Bras production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Bras market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Victoria's Secret, Cosmo Lady, Aimer, Huijie, Embry, Wacoal Holdings, Triumph, Delta Galil, Fast Retailing, PVH, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Bras market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Bras Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Bras Market, Segmentation by Type:

Standard

Seamless

Global Bras Market, Segmentation by Price Range:

\$100 Per Unit

Global Bras Market, Segmentation by Support Structure:

Underwire Cups

Wirefree Cups

Global Bras Market, Segmentation by Sales Channel:

Offline Sales

Online Sales

Companies Profiled:

Victoria's Secret

Cosmo Lady

Aimer

Huijie

Embry

Wacoal Holdings

Triumph

Delta Galil

Fast Retailing

PVH

MAS Holdings

Hanesbrands Inc

Regina Miracle

Miiow

GUJIN

Langsha Holdings Group

Key Questions Answered:

1. How big is the global Bras market?
2. What is the demand of the global Bras market?
3. What is the year over year growth of the global Bras market?
4. What is the production and production value of the global Bras market?
5. Who are the key producers in the global Bras market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Bras Introduction
- 1.2 World Bras Supply & Forecast
 - 1.2.1 World Bras Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Bras Production (2021-2032)
 - 1.2.3 World Bras Pricing Trends (2021-2032)
- 1.3 World Bras Production by Region (Based on Production Site)
 - 1.3.1 World Bras Production Value by Region (2021-2032)
 - 1.3.2 World Bras Production by Region (2021-2032)
 - 1.3.3 World Bras Average Price by Region (2021-2032)
 - 1.3.4 North America Bras Production (2021-2032)
 - 1.3.5 Europe Bras Production (2021-2032)
 - 1.3.6 China Bras Production (2021-2032)
 - 1.3.7 Japan Bras Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Bras Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Bras Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Bras Demand (2021-2032)
- 2.2 World Bras Consumption by Region
 - 2.2.1 World Bras Consumption by Region (2021-2026)
 - 2.2.2 World Bras Consumption Forecast by Region (2027-2032)
- 2.3 United States Bras Consumption (2021-2032)
- 2.4 China Bras Consumption (2021-2032)
- 2.5 Europe Bras Consumption (2021-2032)
- 2.6 Japan Bras Consumption (2021-2032)
- 2.7 South Korea Bras Consumption (2021-2032)
- 2.8 ASEAN Bras Consumption (2021-2032)
- 2.9 India Bras Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Bras Production Value by Manufacturer (2021-2026)

- 3.2 World Bras Production by Manufacturer (2021-2026)
- 3.3 World Bras Average Price by Manufacturer (2021-2026)
- 3.4 Bras Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Bras Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Bras in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Bras in 2025
- 3.6 Bras Market: Overall Company Footprint Analysis
 - 3.6.1 Bras Market: Region Footprint
 - 3.6.2 Bras Market: Company Product Type Footprint
 - 3.6.3 Bras Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Bras Production Value Comparison
 - 4.1.1 United States VS China: Bras Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Bras Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Bras Production Comparison
 - 4.2.1 United States VS China: Bras Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Bras Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Bras Consumption Comparison
 - 4.3.1 United States VS China: Bras Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Bras Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Bras Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Bras Manufacturers, Headquarters and Production Site (States, Country)
 - 4.4.2 United States Based Manufacturers Bras Production Value (2021-2026)
 - 4.4.3 United States Based Manufacturers Bras Production (2021-2026)
- 4.5 China Based Bras Manufacturers and Market Share

4.5.1 China Based Bras Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Bras Production Value (2021-2026)

4.5.3 China Based Manufacturers Bras Production (2021-2026)

4.6 Rest of World Based Bras Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Bras Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Bras Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Bras Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Bras Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Standard

5.2.2 Seamless

5.3 Market Segment by Type

5.3.1 World Bras Production by Type (2021-2032)

5.3.2 World Bras Production Value by Type (2021-2032)

5.3.3 World Bras Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PRICE RANGE

6.1 World Bras Market Size Overview by Price Range: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Price Range

6.2.1 \$100 Per Unit

6.3 Market Segment by Price Range

6.3.1 World Bras Production by Price Range (2021-2032)

6.3.2 World Bras Production Value by Price Range (2021-2032)

6.3.3 World Bras Average Price by Price Range (2021-2032)

7 MARKET ANALYSIS BY SUPPORT STRUCTURE

7.1 World Bras Market Size Overview by Support Structure: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Support Structure

7.2.1 Underwire Cups

7.2.2 Wirefree Cups

7.3 Market Segment by Support Structure

7.3.1 World Bras Production by Support Structure (2021-2032)

7.3.2 World Bras Production Value by Support Structure (2021-2032)

7.3.3 World Bras Average Price by Support Structure (2021-2032)

8 MARKET ANALYSIS BY SALES CHANNEL

8.1 World Bras Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Sales Channel

8.2.1 Offline Sales

8.2.2 Online Sales

8.3 Market Segment by Sales Channel

8.3.1 World Bras Production by Sales Channel (2021-2032)

8.3.2 World Bras Production Value by Sales Channel (2021-2032)

8.3.3 World Bras Average Price by Sales Channel (2021-2032)

9 COMPANY PROFILES

9.1 Victoria's Secret

9.1.1 Victoria's Secret Details

9.1.2 Victoria's Secret Major Business

9.1.3 Victoria's Secret Bras Product and Services

9.1.4 Victoria's Secret Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Victoria's Secret Recent Developments/Updates

9.1.6 Victoria's Secret Competitive Strengths & Weaknesses

9.2 Cosmo Lady

9.2.1 Cosmo Lady Details

9.2.2 Cosmo Lady Major Business

9.2.3 Cosmo Lady Bras Product and Services

9.2.4 Cosmo Lady Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Cosmo Lady Recent Developments/Updates

9.2.6 Cosmo Lady Competitive Strengths & Weaknesses

9.3 Aimer

9.3.1 Aimer Details

9.3.2 Aimer Major Business

9.3.3 Aimer Bras Product and Services

9.3.4 Aimer Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Aimer Recent Developments/Updates

9.3.6 Aimer Competitive Strengths & Weaknesses

9.4 Huijie

9.4.1 Huijie Details

9.4.2 Huijie Major Business

9.4.3 Huijie Bras Product and Services

9.4.4 Huijie Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Huijie Recent Developments/Updates

9.4.6 Huijie Competitive Strengths & Weaknesses

9.5 Embry

9.5.1 Embry Details

9.5.2 Embry Major Business

9.5.3 Embry Bras Product and Services

9.5.4 Embry Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Embry Recent Developments/Updates

9.5.6 Embry Competitive Strengths & Weaknesses

9.6 Wacoal Holdings

9.6.1 Wacoal Holdings Details

9.6.2 Wacoal Holdings Major Business

9.6.3 Wacoal Holdings Bras Product and Services

9.6.4 Wacoal Holdings Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Wacoal Holdings Recent Developments/Updates

9.6.6 Wacoal Holdings Competitive Strengths & Weaknesses

9.7 Triumph

9.7.1 Triumph Details

9.7.2 Triumph Major Business

9.7.3 Triumph Bras Product and Services

9.7.4 Triumph Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Triumph Recent Developments/Updates

9.7.6 Triumph Competitive Strengths & Weaknesses

9.8 Delta Galil

9.8.1 Delta Galil Details

9.8.2 Delta Galil Major Business

9.8.3 Delta Galil Bras Product and Services

9.8.4 Delta Galil Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.8.5 Delta Galil Recent Developments/Updates
- 9.8.6 Delta Galil Competitive Strengths & Weaknesses
- 9.9 Fast Retailing
 - 9.9.1 Fast Retailing Details
 - 9.9.2 Fast Retailing Major Business
 - 9.9.3 Fast Retailing Bras Product and Services
 - 9.9.4 Fast Retailing Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Fast Retailing Recent Developments/Updates
 - 9.9.6 Fast Retailing Competitive Strengths & Weaknesses
- 9.10 PVH
 - 9.10.1 PVH Details
 - 9.10.2 PVH Major Business
 - 9.10.3 PVH Bras Product and Services
 - 9.10.4 PVH Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 PVH Recent Developments/Updates
 - 9.10.6 PVH Competitive Strengths & Weaknesses
- 9.11 MAS Holdings
 - 9.11.1 MAS Holdings Details
 - 9.11.2 MAS Holdings Major Business
 - 9.11.3 MAS Holdings Bras Product and Services
 - 9.11.4 MAS Holdings Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 MAS Holdings Recent Developments/Updates
 - 9.11.6 MAS Holdings Competitive Strengths & Weaknesses
- 9.12 Hanesbrands Inc
 - 9.12.1 Hanesbrands Inc Details
 - 9.12.2 Hanesbrands Inc Major Business
 - 9.12.3 Hanesbrands Inc Bras Product and Services
 - 9.12.4 Hanesbrands Inc Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Hanesbrands Inc Recent Developments/Updates
 - 9.12.6 Hanesbrands Inc Competitive Strengths & Weaknesses
- 9.13 Regina Miracle
 - 9.13.1 Regina Miracle Details
 - 9.13.2 Regina Miracle Major Business
 - 9.13.3 Regina Miracle Bras Product and Services
 - 9.13.4 Regina Miracle Bras Production, Price, Value, Gross Margin and Market Share

(2021-2026)

9.13.5 Regina Miracle Recent Developments/Updates

9.13.6 Regina Miracle Competitive Strengths & Weaknesses

9.14 Miiow

9.14.1 Miiow Details

9.14.2 Miiow Major Business

9.14.3 Miiow Bras Product and Services

9.14.4 Miiow Bras Production, Price, Value, Gross Margin and Market Share

(2021-2026)

9.14.5 Miiow Recent Developments/Updates

9.14.6 Miiow Competitive Strengths & Weaknesses

9.15 GUJIN

9.15.1 GUJIN Details

9.15.2 GUJIN Major Business

9.15.3 GUJIN Bras Product and Services

9.15.4 GUJIN Bras Production, Price, Value, Gross Margin and Market Share

(2021-2026)

9.15.5 GUJIN Recent Developments/Updates

9.15.6 GUJIN Competitive Strengths & Weaknesses

9.16 Langsha Holdings Group

9.16.1 Langsha Holdings Group Details

9.16.2 Langsha Holdings Group Major Business

9.16.3 Langsha Holdings Group Bras Product and Services

9.16.4 Langsha Holdings Group Bras Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Langsha Holdings Group Recent Developments/Updates

9.16.6 Langsha Holdings Group Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Bras Industry Chain

10.2 Bras Upstream Analysis

10.2.1 Bras Core Raw Materials

10.2.2 Main Manufacturers of Bras Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Bras Production Mode

10.6 Bras Procurement Model

10.7 Bras Industry Sales Model and Sales Channels

10.7.1 Bras Sales Model

10.7.2 Bras Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Bras Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Bras Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Bras Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Bras Production Value Market Share by Region (2021-2026)
- Table 5. World Bras Production Value Market Share by Region (2027-2032)
- Table 6. World Bras Production by Region (2021-2026) & (K Units)
- Table 7. World Bras Production by Region (2027-2032) & (K Units)
- Table 8. World Bras Production Market Share by Region (2021-2026)
- Table 9. World Bras Production Market Share by Region (2027-2032)
- Table 10. World Bras Average Price by Region (2021-2026) & (USD/Unit)
- Table 11. World Bras Average Price by Region (2027-2032) & (USD/Unit)
- Table 12. Bras Major Market Trends
- Table 13. World Bras Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Bras Consumption by Region (2021-2026) & (K Units)
- Table 15. World Bras Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Bras Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Bras Producers in 2025
- Table 18. World Bras Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Bras Producers in 2025
- Table 20. World Bras Average Price by Manufacturer (2021-2026) & (USD/Unit)
- Table 21. Global Bras Company Evaluation Quadrant
- Table 22. World Bras Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Bras Production Site of Key Manufacturer
- Table 24. Bras Market: Company Product Type Footprint
- Table 25. Bras Market: Company Product Application Footprint
- Table 26. Bras Competitive Factors
- Table 27. Bras New Entrant and Capacity Expansion Plans
- Table 28. Bras Mergers & Acquisitions Activity
- Table 29. United States VS China Bras Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Bras Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Bras Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Bras Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Bras Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Bras Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Bras Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Bras Production Market Share (2021-2026)

Table 37. China Based Bras Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Bras Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Bras Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Bras Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Bras Production Market Share (2021-2026)

Table 42. Rest of World Based Bras Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Bras Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Bras Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Bras Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Bras Production Market Share (2021-2026)

Table 47. World Bras Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Bras Production by Type (2021-2026) & (K Units)

Table 49. World Bras Production by Type (2027-2032) & (K Units)

Table 50. World Bras Production Value by Type (2021-2026) & (USD Million)

Table 51. World Bras Production Value by Type (2027-2032) & (USD Million)

Table 52. World Bras Average Price by Type (2021-2026) & (USD/Unit)

Table 53. World Bras Average Price by Type (2027-2032) & (USD/Unit)

Table 54. World Bras Production Value by Price Range, (USD Million), 2021 & 2025 & 2032

Table 55. World Bras Production by Price Range (2021-2026) & (K Units)

Table 56. World Bras Production by Price Range (2027-2032) & (K Units)

Table 57. World Bras Production Value by Price Range (2021-2026) & (USD Million)

Table 58. World Bras Production Value by Price Range (2027-2032) & (USD Million)

Table 59. World Bras Average Price by Price Range (2021-2026) & (USD/Unit)

Table 60. World Bras Average Price by Price Range (2027-2032) & (USD/Unit)

Table 61. World Bras Production Value by Support Structure, (USD Million), 2021 & 2025 & 2032

Table 62. World Bras Production by Support Structure (2021-2026) & (K Units)

Table 63. World Bras Production by Support Structure (2027-2032) & (K Units)

Table 64. World Bras Production Value by Support Structure (2021-2026) & (USD Million)

Table 65. World Bras Production Value by Support Structure (2027-2032) & (USD Million)

Table 66. World Bras Average Price by Support Structure (2021-2026) & (USD/Unit)

Table 67. World Bras Average Price by Support Structure (2027-2032) & (USD/Unit)

Table 68. World Bras Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Table 69. World Bras Production by Sales Channel (2021-2026) & (K Units)

Table 70. World Bras Production by Sales Channel (2027-2032) & (K Units)

Table 71. World Bras Production Value by Sales Channel (2021-2026) & (USD Million)

Table 72. World Bras Production Value by Sales Channel (2027-2032) & (USD Million)

Table 73. World Bras Average Price by Sales Channel (2021-2026) & (USD/Unit)

Table 74. World Bras Average Price by Sales Channel (2027-2032) & (USD/Unit)

Table 75. Victoria's Secret Basic Information, Manufacturing Base and Competitors

Table 76. Victoria's Secret Major Business

Table 77. Victoria's Secret Bras Product and Services

Table 78. Victoria's Secret Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Victoria's Secret Recent Developments/Updates

Table 80. Victoria's Secret Competitive Strengths & Weaknesses

Table 81. Cosmo Lady Basic Information, Manufacturing Base and Competitors

Table 82. Cosmo Lady Major Business

Table 83. Cosmo Lady Bras Product and Services

Table 84. Cosmo Lady Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Cosmo Lady Recent Developments/Updates

Table 86. Cosmo Lady Competitive Strengths & Weaknesses

Table 87. Aimer Basic Information, Manufacturing Base and Competitors

Table 88. Aimer Major Business

Table 89. Aimer Bras Product and Services

- Table 90. Aimer Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Aimer Recent Developments/Updates
- Table 92. Aimer Competitive Strengths & Weaknesses
- Table 93. Huijie Basic Information, Manufacturing Base and Competitors
- Table 94. Huijie Major Business
- Table 95. Huijie Bras Product and Services
- Table 96. Huijie Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Huijie Recent Developments/Updates
- Table 98. Huijie Competitive Strengths & Weaknesses
- Table 99. Embry Basic Information, Manufacturing Base and Competitors
- Table 100. Embry Major Business
- Table 101. Embry Bras Product and Services
- Table 102. Embry Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Embry Recent Developments/Updates
- Table 104. Embry Competitive Strengths & Weaknesses
- Table 105. Wacoal Holdings Basic Information, Manufacturing Base and Competitors
- Table 106. Wacoal Holdings Major Business
- Table 107. Wacoal Holdings Bras Product and Services
- Table 108. Wacoal Holdings Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Wacoal Holdings Recent Developments/Updates
- Table 110. Wacoal Holdings Competitive Strengths & Weaknesses
- Table 111. Triumph Basic Information, Manufacturing Base and Competitors
- Table 112. Triumph Major Business
- Table 113. Triumph Bras Product and Services
- Table 114. Triumph Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Triumph Recent Developments/Updates
- Table 116. Triumph Competitive Strengths & Weaknesses
- Table 117. Delta Galil Basic Information, Manufacturing Base and Competitors
- Table 118. Delta Galil Major Business
- Table 119. Delta Galil Bras Product and Services
- Table 120. Delta Galil Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. Delta Galil Recent Developments/Updates
- Table 122. Delta Galil Competitive Strengths & Weaknesses

- Table 123. Fast Retailing Basic Information, Manufacturing Base and Competitors
- Table 124. Fast Retailing Major Business
- Table 125. Fast Retailing Bras Product and Services
- Table 126. Fast Retailing Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Fast Retailing Recent Developments/Updates
- Table 128. Fast Retailing Competitive Strengths & Weaknesses
- Table 129. PVH Basic Information, Manufacturing Base and Competitors
- Table 130. PVH Major Business
- Table 131. PVH Bras Product and Services
- Table 132. PVH Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. PVH Recent Developments/Updates
- Table 134. PVH Competitive Strengths & Weaknesses
- Table 135. MAS Holdings Basic Information, Manufacturing Base and Competitors
- Table 136. MAS Holdings Major Business
- Table 137. MAS Holdings Bras Product and Services
- Table 138. MAS Holdings Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. MAS Holdings Recent Developments/Updates
- Table 140. MAS Holdings Competitive Strengths & Weaknesses
- Table 141. Hanesbrands Inc Basic Information, Manufacturing Base and Competitors
- Table 142. Hanesbrands Inc Major Business
- Table 143. Hanesbrands Inc Bras Product and Services
- Table 144. Hanesbrands Inc Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Hanesbrands Inc Recent Developments/Updates
- Table 146. Hanesbrands Inc Competitive Strengths & Weaknesses
- Table 147. Regina Miracle Basic Information, Manufacturing Base and Competitors
- Table 148. Regina Miracle Major Business
- Table 149. Regina Miracle Bras Product and Services
- Table 150. Regina Miracle Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Regina Miracle Recent Developments/Updates
- Table 152. Regina Miracle Competitive Strengths & Weaknesses
- Table 153. Miiow Basic Information, Manufacturing Base and Competitors
- Table 154. Miiow Major Business
- Table 155. Miiow Bras Product and Services
- Table 156. Miiow Bras Production (K Units), Price (USD/Unit), Production Value (USD

Million), Gross Margin and Market Share (2021-2026)

Table 157. Miiow Recent Developments/Updates

Table 158. Miiow Competitive Strengths & Weaknesses

Table 159. GUJIN Basic Information, Manufacturing Base and Competitors

Table 160. GUJIN Major Business

Table 161. GUJIN Bras Product and Services

Table 162. GUJIN Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. GUJIN Recent Developments/Updates

Table 164. GUJIN Competitive Strengths & Weaknesses

Table 165. Langsha Holdings Group Basic Information, Manufacturing Base and Competitors

Table 166. Langsha Holdings Group Major Business

Table 167. Langsha Holdings Group Bras Product and Services

Table 168. Langsha Holdings Group Bras Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Langsha Holdings Group Recent Developments/Updates

Table 170. Langsha Holdings Group Competitive Strengths & Weaknesses

Table 171. Global Key Players of Bras Upstream (Raw Materials)

Table 172. Global Bras Typical Customers

Table 173. Bras Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Bras Picture

Figure 2. World Bras Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Bras Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Bras Production (2021-2032) & (K Units)

Figure 5. World Bras Average Price (2021-2032) & (USD/Unit)

Figure 6. World Bras Production Value Market Share by Region (2021-2032)

Figure 7. World Bras Production Market Share by Region (2021-2032)

Figure 8. North America Bras Production (2021-2032) & (K Units)

Figure 9. Europe Bras Production (2021-2032) & (K Units)

Figure 10. China Bras Production (2021-2032) & (K Units)

Figure 11. Japan Bras Production (2021-2032) & (K Units)

Figure 12. Bras Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Bras Consumption (2021-2032) & (K Units)

Figure 15. World Bras Consumption Market Share by Region (2021-2032)

Figure 16. United States Bras Consumption (2021-2032) & (K Units)

Figure 17. China Bras Consumption (2021-2032) & (K Units)

Figure 18. Europe Bras Consumption (2021-2032) & (K Units)

Figure 19. Japan Bras Consumption (2021-2032) & (K Units)

Figure 20. South Korea Bras Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Bras Consumption (2021-2032) & (K Units)

Figure 22. India Bras Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Bras by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Bras Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Bras Markets in 2025

Figure 26. United States VS China: Bras Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Bras Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Bras Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Bras Production Market Share 2025

Figure 30. China Based Manufacturers Bras Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Bras Production Market Share 2025

Figure 32. World Bras Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Bras Production Value Market Share by Type in 2025

Figure 34. Standard

Figure 35. Seamless

Figure 36. World Bras Production Market Share by Type (2021-2032)

Figure 37. World Bras Production Value Market Share by Type (2021-2032)

Figure 38. World Bras Average Price by Type (2021-2032) & (USD/Unit)

Figure 39. World Bras Production Value by Price Range, (USD Million), 2021 & 2025 & 2032

Figure 40. World Bras Production Value Market Share by Price Range in 2025

Figure 41. \$100 Per Unit

Figure 45. World Bras Production Market Share by Price Range (2021-2032)

Figure 46. World Bras Production Value Market Share by Price Range (2021-2032)

Figure 47. World Bras Average Price by Price Range (2021-2032) & (USD/Unit)

Figure 48. World Bras Production Value by Support Structure, (USD Million), 2021 & 2025 & 2032

Figure 49. World Bras Production Value Market Share by Support Structure in 2025

Figure 50. Underwire Cups

Figure 51. Wirefree Cups

Figure 52. World Bras Production Market Share by Support Structure (2021-2032)

Figure 53. World Bras Production Value Market Share by Support Structure (2021-2032)

Figure 54. World Bras Average Price by Support Structure (2021-2032) & (USD/Unit)

Figure 55. World Bras Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 56. World Bras Production Value Market Share by Sales Channel in 2025

Figure 57. Offline Sales

Figure 58. Online Sales

Figure 59. World Bras Production Market Share by Sales Channel (2021-2032)

Figure 60. World Bras Production Value Market Share by Sales Channel (2021-2032)

Figure 61. World Bras Average Price by Sales Channel (2021-2032) & (USD/Unit)

Figure 62. Bras Industry Chain

Figure 63. Bras Procurement Model

Figure 64. Bras Sales Model

Figure 65. Bras Sales Channels, Direct Sales, and Distribution

Figure 66. Methodology

Figure 67. Research Process and Data Source

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