

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

<https://marketpublishers.com/r/G7280825CF9CEN.html>

Date: August 2026

Pages: 122

Price: US\$ 4,480.00 (Single User License)

ID: G7280825CF9CEN

Abstracts

The global Brassiere market size is expected to reach \$ 29392 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

A Brassiere is a form-fitting undergarment designed to support, cover, and shape the female breasts, providing comfort, aesthetic enhancement, and functional support through structured cups, straps, and band systems.

The brassiere industry chain includes upstream suppliers of textiles such as cotton, lace, spandex, nylon, polyester, and elastic fibers along with accessory producers of hooks, wires, straps, and molds; midstream consists of lingerie manufacturers, design studios, OEM factories, and branded apparel companies that handle product design, cutting, stitching, molding, and quality inspection processes; downstream includes retail channels such as lingerie specialty stores, department stores, e-commerce platforms, and direct-to-consumer brands serving end users including adult women, athletes, maternity users, and fashion consumers, while global logistics providers and retail distributors ensure product availability across international apparel markets and omnichannel fashion ecosystems.

Global brassiere manufacturing projects under construction and planned are concentrated in Asia-Pacific, particularly China, Vietnam, and India, where large-scale apparel production capacity is expanding to meet rising global demand; companies are investing in automated lingerie sewing factories, seamless knitting production lines, and smart garment manufacturing bases integrated with digital customization platforms; sustainable lingerie projects focus on eco-friendly fabrics, recycled fibers, and low-carbon dyeing processes; leading brands are also expanding direct-to-consumer e-commerce production hubs and regional distribution centers; technological upgrades emphasize 3D body scanning, AI-driven sizing systems, and fully automated production

lines to improve efficiency and reduce labor dependency across global lingerie supply chains.

Global Market Sales Volume: 5.2 Billion Units, Average Global Market Price: USD 9.5 Per Unit, Market Average Gross Profit Margin: 42%.

The brassiere market is experiencing steady growth driven by rising female workforce participation and increasing demand for comfort-focused intimate apparel. Consumer preferences are shifting from traditional structured bras to seamless and wireless designs. Athleisure trends are significantly boosting demand for sports bras across global markets.

Asia-Pacific dominates production due to strong textile manufacturing ecosystems in China and Vietnam. North America and Europe remain key premium markets with high demand for branded lingerie. E-commerce platforms are reshaping distribution channels and enabling direct-to-consumer sales models. Customization and size inclusivity are becoming major competitive differentiators.

Major global brands such as Victoria's Secret, Triumph International, Wacoal, Hanesbrands, and Chantelle dominate the global competitive landscape. At the same time, Asian brands such as Aimer, Ubras, and NEIWAI are rapidly expanding through digital-first strategies.

Product innovation is focused on breathable fabrics, wireless comfort, and ergonomic design. Sustainability trends are pushing brands toward recycled materials and ethical manufacturing practices. However, the market faces pressure from intense price competition and fast fashion disruption. Supply chain volatility in raw materials such as spandex and lace also impacts margins.

Overall, the industry is transitioning from traditional structured lingerie toward comfort-oriented, functional, and digitally enabled intimate apparel solutions.

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

This report is a detailed and comprehensive analysis of the world market for Brassiere 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 Brassiere that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Brassiere 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, Triumph International, Wacoal, Aimer, Cosmo Lady, SKIMS, Chantelle, Aerie, Huijie Group, Embry Form, 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 Brassiere 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 Structure Type, and by Application. 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 Brassiere Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Brassiere Market, Segmentation by Structure Type:

Steel Ring

No Steel Ring

Global Brassiere Market, Segmentation by Size Type:

Traditional Size

Free Size

Global Brassiere Market, Segmentation by Material Type:

Cotton

Lace

Nylon

Spandex Blend

Others

Global Brassiere Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Victoria's Secret

Triumph International

Wacoal

Aimer

Cosmo Lady

SKIMS

Chantelle

Aerie

Huijie Group

Embry Form

Ubras

NEIWAI

Key Questions Answered:

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

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

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