

Global Cotton Loungewear Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Cotton Loungewear market size was valued at US\$ 3522 million in 2024 and is forecast to a readjusted size of USD 6187 million by 2031 with a CAGR of 7.9% during review period.

Cotton loungewear refers to casual, comfortable clothing made primarily from cotton fabric, designed for relaxation and leisure at home or in informal settings. Combining functionality, comfort, and style, cotton loungewear includes items such as T-shirts, sweatpants, hoodies, leggings, shorts, and robes. Known for its breathability, softness, and hypoallergenic properties, cotton is a preferred material for garments that prioritize comfort.

The demand for loungewear surged during the COVID-19 pandemic as remote work and stay-at-home lifestyles became prevalent. However, the market for cotton loungewear extends beyond the pandemic era, driven by lifestyle changes, increasing focus on comfort, and the growing integration of style into casual wear. As consumers embrace versatile clothing that blends leisure and functionality, the cotton loungewear market continues to grow globally.

Cotton loungewear offers a wide price range, from budget-friendly options to premium collections featuring organic cotton or high-thread-count fabrics. Beyond comfort, many consumers prioritize sustainability, aesthetics, and multifunctionality in their loungewear choices. Cotton, being a natural and renewable fiber, caters to these demands effectively, positioning it as a cornerstone in the loungewear market.

The rise of self-care and wellness movements has influenced consumer behavior, with

many individuals seeking clothing that enhances relaxation and mental well-being. Cotton Loungewear, often associated with comfort and leisure, aligns perfectly with these values, making it a preferred choice for home and downtime.

The proliferation of online shopping has revolutionized the way consumers access Cotton Loungewear. E-commerce platforms offer convenience, variety, and personalized recommendations, enabling brands to reach wider audiences. The rise of direct-to-consumer brands specializing in Cotton Loungewear has further intensified competition and innovation in the market.

Athleisure, a trend that blends athletic and leisurewear, has had a spillover effect on the Cotton Loungewear market. Consumers increasingly seek multifunctional clothing that transitions seamlessly from home to casual outings, gym sessions, or travel. Cotton Loungewear items, such as joggers and hoodies, often overlap with athleisure styles, expanding their appeal.

The key players of Cotton Loungewear include Cosmo Lady, Hong Xing, ShenZhen HuiJie, Nan Ji Ren, AutumnDeer, etc. The top three players hold a share over 10% of China market. In terms of product type, Women Cotton Loungewear is the largest segment, occupied for a share of 75%, and in terms of application, Offline has a share about 60 percent.

This report is a detailed and comprehensive analysis for global Cotton Loungewear market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Cotton Loungewear market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Cotton Loungewear market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Cotton Loungewear market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Cotton Loungewear market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Cotton Loungewear
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Cotton Loungewear market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include San Li Ren, Lululemon Athletica, Triumph International, Fruit of Loom, Hanes Brands, L Brands, Victoria's Secret, Uniqlo, Hong Xing, Cosmo Lady, etc.

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

Market Segmentation

Cotton Loungewear market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Women Loungewear

Men Loungewear

Kid Loungewear

Market segment by Application

Online Sales

Offline Sales

Major players covered

San Li Ren

Lululemon Athletica

Triumph International

Fruit of Loom

Hanes Brands

L Brands

Victoria's Secret

Uniqlo

Hong Xing

Cosmo Lady

ShenZhen HuiJie

EmbryForm

AutumnDeer

Gukoo

Hodohome

Aimer

Nan Ji Ren

Bananain

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Cotton Loungewear product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Cotton Loungewear, with price, sales quantity, revenue, and global market share of Cotton Loungewear from 2020 to 2025.

Chapter 3, the Cotton Loungewear competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Cotton Loungewear breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Cotton Loungewear market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Cotton Loungewear.

Chapter 14 and 15, to describe Cotton Loungewear sales channel, distributors, customers, research findings and conclusion.

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