

Global Homewear 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 Homewear market size was valued at US\$ 5418 million in 2024 and is forecast to a readjusted size of USD 9278 million by 2031 with a CAGR of 7.4% during review period.

Homewear refers to a category of clothing designed for comfort, relaxation, and leisure. Straddling the line between casual wear and sleepwear, Homewear is versatile, offering a balance of coziness and style. It typically includes items like soft T-shirts, sweatpants, leggings, hoodies, robes, and relaxed-fit dresses. Initially perceived as home-centric clothing, Homewear has evolved into a fashion statement, reflecting a growing preference for comfortable yet chic attire in both private and public settings.

This shift has been significantly influenced by lifestyle changes, especially during the COVID-19 pandemic, which redefined work, social, and leisure dynamics. As people spent more time at home and remote work became mainstream, the demand for stylish, functional, and comfortable clothing surged, cementing Homewear's status as a major segment in the global apparel market.

Homewear is not limited to functional use; it is increasingly recognized as a fashion category. Many consumers prioritize aesthetics in their choices, leading to the popularity of coordinated sets, muted colors, and minimalist designs. The market also aligns with broader trends, such as sustainability, inclusivity, and personalization, which further shape consumer preferences.

The rise of self-care and wellness movements has influenced consumer behavior, with many individuals seeking clothing that enhances relaxation and mental well-being. Homewear, 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 Homewear. E-commerce platforms offer convenience, variety, and personalized recommendations, enabling brands to reach wider audiences. The rise of direct-to-consumer brands specializing in Homewear has further intensified competition and innovation in the market.

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

The key players of Homewear 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 Homewear 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 Homewear market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. 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 Homewear market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

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

Global Homewear 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 Homewear

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 Homewear 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

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

Market segment by Type

Men

Women

Children

Market segment by Sales Channel

Department/General Merchandise Stores

Specialty Stores

Supermarket

Online 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 Homewear product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Homewear 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 Sales Channel, with sales market share and growth rate by Type, by Sales Channel, 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 Homewear market forecast, by regions, by Type, and by Sales Channel, 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 Homewear.

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

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