

# Global Intimate Underwear Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Intimate Underwear market size was valued at USD 90320 million in 2023 and is forecast to a readjusted size of USD 151380 million by 2030 with a CAGR of 7.7% during review period.

Intimate Underwear, also known as undergarment, refers to a kind of clothing that people wear close to skin or under other clothes. Intimate Underwear products can be divided into four major product segments, namely, bras, underpants, sleepwear and loungewear, Shapewear and others.

Global Intimate Underwear key players include L Brands, Hanes Brands, Berkshire Hathaway (Fruit of Loom), PVH, American Eagle (Aerie), etc. Global top five manufacturers hold a share about 70%.

China is the largest market, with a share about 25%, followed by Europe and North America, both have a share about 50 percent.

In terms of product, Bras is the largest segment, with a share over 35%. And in terms of application, the largest application is Specialty Stores, followed by Department/General Merchandise Stores.

The Global Info Research report includes an overview of the development of the Intimate Underwear industry chain, the market status of Department/General Merchandise Stores (Bras, Underpants), Specialty Stores (Bras, Underpants), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Intimate Underwear.

Regionally, the report analyzes the Intimate Underwear markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Intimate Underwear market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Intimate Underwear market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Intimate Underwear industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different by Type (e.g., Bras, Underpants).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Intimate Underwear market.

**Regional Analysis:** The report involves examining the Intimate Underwear market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Intimate Underwear market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Intimate Underwear:

**Company Analysis:** Report covers individual Intimate Underwear manufacturers, suppliers, and other relevant industry players. This analysis includes studying their

financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Intimate Underwear. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Department/General Merchandise Stores, Specialty Stores).

**Technology Analysis:** Report covers specific technologies relevant to Intimate Underwear. It assesses the current state, advancements, and potential future developments in Intimate Underwear areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Intimate Underwear market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Intimate Underwear market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Bras

Underpants

Sleepwear and Homewear

Shapewear

Thermal Clothes

Others

## Market segment by Application

Department/General Merchandise Stores

Specialty Stores

Supermarket

Online Sales

## Major players covered

L Brands

Hanes Brands

Berkshire Hathaway (Fruit of Loom)

Triumph International

Wacoal

Marks & Spencer

Fast Retailing

PVH

Cosmo Lady

American Eagle (Aerie)

Gunze

Jockey International

Page Industries Ltd.

Embrygroup

Huijie (Maniform Lingerie)

Aimer

Your Sun

Lise Charmel

Rupa & Co. Limited

Debenhams

Wolf Lingerie

Hanky Panky

Tinsino

VIP Clothing Ltd.

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 Intimate Underwear product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Intimate Underwear, with price, sales, revenue and global market share of Intimate Underwear from 2019 to 2024.

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

Chapter 4, the Intimate Underwear breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Intimate Underwear market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Intimate Underwear.

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

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