

Global Loungewear Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G15F1CE45350EN.html>

Date: January 2024

Pages: 138

Price: US\$ 3,480.00 (Single User License)

ID: G15F1CE45350EN

Abstracts

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

Loungewear refers to a kind of clothing worn at home to rest or to run the house and receive guests. It is characterized by comfortable fabrics, various styles and easy movement. Home wear evolved from pajamas, but now home wear has long moved away from the concept of pure pajamas and has a much broader range.

In China, the key players of loungewear include Cosmo Lady, Hong Xing, ShenZhen HuiJie, Nan Ji Ren, AutumnDeer, etc. The top three players hold a share over 14% of China market. In terms of product type, Women Loungewear is the largest segment, occupied for a share of 74%, and in terms of application, Offline has a share about 63 percent.

The Global Info Research report includes an overview of the development of the Loungewear industry chain, the market status of Offline (Women Loungewear, Men Loungewear), Online (Women Loungewear, Men Loungewear), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Loungewear.

Regionally, the report analyzes the Loungewear 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 Loungewear market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Loungewear 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 Loungewear 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 (K Units), revenue generated, and market share of different by Type (e.g., Women Loungewear, Men Loungewear).

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 Loungewear market.

Regional Analysis: The report involves examining the Loungewear 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 Loungewear market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Loungewear:

Company Analysis: Report covers individual Loungewear 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 Loungewear This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Offline, Online).

Technology Analysis: Report covers specific technologies relevant to Loungewear. It

assesses the current state, advancements, and potential future developments in Loungewear areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Loungewear 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

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

Market segment by Type

Women Loungewear

Men Loungewear

Kid Loungewear

Market segment by Sales Channel

Offline

Online

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

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 Loungewear product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Loungewear 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 sales channel, with sales market share and growth rate by type, sales channel, 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 Loungewear market forecast, by regions, type and sales channel, 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 Loungewear.

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

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