

# Global Men's 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 Men's Underwear market size was valued at USD 17650 million in 2023 and is forecast to a readjusted size of USD 59600 million by 2030 with a CAGR of 19.0% during review period.

Undergarments are items of clothing worn beneath outer clothes, usually in direct contact with the skin, although they may comprise more than a single layer. They serve to keep outer garments from being soiled or damaged by bodily excretions, to lessen the friction of outerwear against the skin, to shape the body, and to provide concealment or support for parts of it.

Global key players of men's underwear include Hanesbrands, Fruit of the Loom, Uniqlo, American EagleOutfitters, PVH, etc. The top five players hold a share about 19%. China is the largest producer, has a share about 39%, followed by Europe and North America, with share 18% and 15%, respectively. The largest market is Europe, with a share about 28%, followed by North America and China, both have a share about 26 percent.

The Global Info Research report includes an overview of the development of the Men's Underwear industry chain, the market status of Shopping Mall/Department Store (Boxer Briefs, Boxer Leggings), Specialty Store (Boxer Briefs, Boxer Leggings), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Men's Underwear.

Regionally, the report analyzes the Men's 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

Men's Underwear market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Men's 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 Men's 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., Boxer Briefs, Boxer Leggings).

**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 Men's Underwear market.

**Regional Analysis:** The report involves examining the Men's 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 Men's 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 Men's Underwear:

**Company Analysis:** Report covers individual Men's 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 Men's Underwear This may involve surveys, interviews, and analysis

of consumer reviews and feedback from different by Sales Channels (Shopping Mall/Department Store, Specialty Store).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Men's 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

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

### Market segment by Type

Boxer Briefs

Boxer Leggings

Briefs

Thongs

Other

### Market segment by Sales Channels

Shopping Mall/Department Store

Specialty Store

Supermarket

Online Sales

### Major players covered

Hanesbrands

Fruit of the Loom

Uniqlo

American EagleOutfitters

PVH

Nike

Jockey

Adidas

Triumph International

Delta Galil

Marks & Spencer

Gunze

MeUndies

HUGO BOSS

Lululemon Athletica

Iconix

Wacoal

Aimer

Cosmo-lady

ThreeGun

Huijie

Pierre Cardin

Septwolves

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 Men's Underwear product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Men's Underwear competitive situation, sales quantity, revenue and

global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Men's 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 sales channels, with sales market share and growth rate by type, sales channels, 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 Men's Underwear market forecast, by regions, type and sales channels, 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 Men's Underwear.

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

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