

Global Online Lingerie 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 Online Lingerie market size was valued at USD 58690 million in 2023 and is forecast to a readjusted size of USD 121890 million by 2030 with a CAGR of 11.0% during review period.

Lingerie is fashionable and typically alluring undergarments. Lingerie includes undergarments using flexible, stretchy, sheer, or decorative materials like Lycra, nylon (nylon tricot), polyester, satin, lace, silk and sheer fabric. Certain cotton or synthetic undergarments are also lingerie.

Global Online Lingerie key players include Victoria's Secret, PVH, Hanesbrands, Fruit of the Loom, etc. Global top four manufacturers hold a share about 8%.

China is the largest market, with a share about 50%, followed by North America and Europe, both have a share over 40 percent.

In terms of product, Bra is the largest segment, with a share about 40%. And in terms of application, the largest application is Female, followed by Male.

The Global Info Research report includes an overview of the development of the Online Lingerie industry chain, the market status of Female (Bra, Knickers & Panties), Male (Bra, Knickers & Panties), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Online Lingerie.

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

Key Features:

The report presents comprehensive understanding of the Online Lingerie 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 Online Lingerie 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., Bra, Knickers & Panties).

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 Online Lingerie market.

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

The report also involves a more granular approach to Online Lingerie:

Company Analysis: Report covers individual Online Lingerie 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 Online Lingerie This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Female, Male).

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

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

Online Lingerie 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

Bra

Knickers & Panties

Lounge Wear

Shape Wear

Market segment by Application

Female

Male

Major players covered

Victoria's Secret

PVH

Hanesbrands

Fruit of the Loom

Aimer

Fast Retailing

Triumph

Huijie

Jockey International

Wacoal Holdings

Cosmo-lady

Gunze

Embry Form

Calida

Oleno Group

Vivien

Tutuanna

Sunny Group

Miiow

GUJIN

Hop Lun

BYC

Sunflora

Good People

P.H. Garment

SBW

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

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

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

Chapter 4, the Online Lingerie 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 Online Lingerie 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 Online Lingerie.

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Online Lingerie
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Online Lingerie Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Bra
 - 1.3.3 Knickers & Panties
 - 1.3.4 Lounge Wear
 - 1.3.5 Shape Wear
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Online Lingerie Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Female
 - 1.4.3 Male
- 1.5 Global Online Lingerie Market Size & Forecast
 - 1.5.1 Global Online Lingerie Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Online Lingerie Sales Quantity (2019-2030)
 - 1.5.3 Global Online Lingerie Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 Victoria's Secret
 - 2.1.1 Victoria's Secret Details
 - 2.1.2 Victoria's Secret Major Business
 - 2.1.3 Victoria's Secret Online Lingerie Product and Services
 - 2.1.4 Victoria's Secret Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Victoria's Secret Recent Developments/Updates
- 2.2 PVH
 - 2.2.1 PVH Details
 - 2.2.2 PVH Major Business
 - 2.2.3 PVH Online Lingerie Product and Services
 - 2.2.4 PVH Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 PVH Recent Developments/Updates

2.3 Hanesbrands

2.3.1 Hanesbrands Details

2.3.2 Hanesbrands Major Business

2.3.3 Hanesbrands Online Lingerie Product and Services

2.3.4 Hanesbrands Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Hanesbrands Recent Developments/Updates

2.4 Fruit of the Loom

2.4.1 Fruit of the Loom Details

2.4.2 Fruit of the Loom Major Business

2.4.3 Fruit of the Loom Online Lingerie Product and Services

2.4.4 Fruit of the Loom Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Fruit of the Loom Recent Developments/Updates

2.5 Aimer

2.5.1 Aimer Details

2.5.2 Aimer Major Business

2.5.3 Aimer Online Lingerie Product and Services

2.5.4 Aimer Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 Aimer Recent Developments/Updates

2.6 Fast Retailing

2.6.1 Fast Retailing Details

2.6.2 Fast Retailing Major Business

2.6.3 Fast Retailing Online Lingerie Product and Services

2.6.4 Fast Retailing Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Fast Retailing Recent Developments/Updates

2.7 Triumph

2.7.1 Triumph Details

2.7.2 Triumph Major Business

2.7.3 Triumph Online Lingerie Product and Services

2.7.4 Triumph Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Triumph Recent Developments/Updates

2.8 Huijie

2.8.1 Huijie Details

2.8.2 Huijie Major Business

2.8.3 Huijie Online Lingerie Product and Services

2.8.4 Huijie Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Huijie Recent Developments/Updates

2.9 Jockey International

2.9.1 Jockey International Details

2.9.2 Jockey International Major Business

2.9.3 Jockey International Online Lingerie Product and Services

2.9.4 Jockey International Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Jockey International Recent Developments/Updates

2.10 Wacoal Holdings

2.10.1 Wacoal Holdings Details

2.10.2 Wacoal Holdings Major Business

2.10.3 Wacoal Holdings Online Lingerie Product and Services

2.10.4 Wacoal Holdings Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 Wacoal Holdings Recent Developments/Updates

2.11 Cosmo-lady

2.11.1 Cosmo-lady Details

2.11.2 Cosmo-lady Major Business

2.11.3 Cosmo-lady Online Lingerie Product and Services

2.11.4 Cosmo-lady Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Cosmo-lady Recent Developments/Updates

2.12 Gunze

2.12.1 Gunze Details

2.12.2 Gunze Major Business

2.12.3 Gunze Online Lingerie Product and Services

2.12.4 Gunze Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Gunze Recent Developments/Updates

2.13 Embry Form

2.13.1 Embry Form Details

2.13.2 Embry Form Major Business

2.13.3 Embry Form Online Lingerie Product and Services

2.13.4 Embry Form Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.13.5 Embry Form Recent Developments/Updates

2.14 Calida

- 2.14.1 Calida Details
- 2.14.2 Calida Major Business
- 2.14.3 Calida Online Lingerie Product and Services
- 2.14.4 Calida Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.14.5 Calida Recent Developments/Updates
- 2.15 Oleno Group
 - 2.15.1 Oleno Group Details
 - 2.15.2 Oleno Group Major Business
 - 2.15.3 Oleno Group Online Lingerie Product and Services
 - 2.15.4 Oleno Group Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Oleno Group Recent Developments/Updates
- 2.16 Vivien
 - 2.16.1 Vivien Details
 - 2.16.2 Vivien Major Business
 - 2.16.3 Vivien Online Lingerie Product and Services
 - 2.16.4 Vivien Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 Vivien Recent Developments/Updates
- 2.17 Tutuanna
 - 2.17.1 Tutuanna Details
 - 2.17.2 Tutuanna Major Business
 - 2.17.3 Tutuanna Online Lingerie Product and Services
 - 2.17.4 Tutuanna Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 Tutuanna Recent Developments/Updates
- 2.18 Sunny Group
 - 2.18.1 Sunny Group Details
 - 2.18.2 Sunny Group Major Business
 - 2.18.3 Sunny Group Online Lingerie Product and Services
 - 2.18.4 Sunny Group Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.18.5 Sunny Group Recent Developments/Updates
- 2.19 Miiow
 - 2.19.1 Miiow Details
 - 2.19.2 Miiow Major Business
 - 2.19.3 Miiow Online Lingerie Product and Services
 - 2.19.4 Miiow Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin

and Market Share (2019-2024)

2.19.5 Miiow Recent Developments/Updates

2.20 GUJIN

2.20.1 GUJIN Details

2.20.2 GUJIN Major Business

2.20.3 GUJIN Online Lingerie Product and Services

2.20.4 GUJIN Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.20.5 GUJIN Recent Developments/Updates

2.21 Hop Lun

2.21.1 Hop Lun Details

2.21.2 Hop Lun Major Business

2.21.3 Hop Lun Online Lingerie Product and Services

2.21.4 Hop Lun Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.21.5 Hop Lun Recent Developments/Updates

2.22 BYC

2.22.1 BYC Details

2.22.2 BYC Major Business

2.22.3 BYC Online Lingerie Product and Services

2.22.4 BYC Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.22.5 BYC Recent Developments/Updates

2.23 Sunflora

2.23.1 Sunflora Details

2.23.2 Sunflora Major Business

2.23.3 Sunflora Online Lingerie Product and Services

2.23.4 Sunflora Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.23.5 Sunflora Recent Developments/Updates

2.24 Good People

2.24.1 Good People Details

2.24.2 Good People Major Business

2.24.3 Good People Online Lingerie Product and Services

2.24.4 Good People Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.24.5 Good People Recent Developments/Updates

2.25 P.H. Garment

2.25.1 P.H. Garment Details

- 2.25.2 P.H. Garment Major Business
- 2.25.3 P.H. Garment Online Lingerie Product and Services
- 2.25.4 P.H. Garment Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.25.5 P.H. Garment Recent Developments/Updates
- 2.26 SBW
 - 2.26.1 SBW Details
 - 2.26.2 SBW Major Business
 - 2.26.3 SBW Online Lingerie Product and Services
 - 2.26.4 SBW Online Lingerie Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.26.5 SBW Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: ONLINE LINGERIE BY MANUFACTURER

- 3.1 Global Online Lingerie Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Online Lingerie Revenue by Manufacturer (2019-2024)
- 3.3 Global Online Lingerie Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
 - 3.4.1 Producer Shipments of Online Lingerie by Manufacturer Revenue (\$MM) and Market Share (%): 2023
 - 3.4.2 Top 3 Online Lingerie Manufacturer Market Share in 2023
 - 3.4.2 Top 6 Online Lingerie Manufacturer Market Share in 2023
- 3.5 Online Lingerie Market: Overall Company Footprint Analysis
 - 3.5.1 Online Lingerie Market: Region Footprint
 - 3.5.2 Online Lingerie Market: Company Product Type Footprint
 - 3.5.3 Online Lingerie Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Online Lingerie Market Size by Region
 - 4.1.1 Global Online Lingerie Sales Quantity by Region (2019-2030)
 - 4.1.2 Global Online Lingerie Consumption Value by Region (2019-2030)
 - 4.1.3 Global Online Lingerie Average Price by Region (2019-2030)
- 4.2 North America Online Lingerie Consumption Value (2019-2030)
- 4.3 Europe Online Lingerie Consumption Value (2019-2030)
- 4.4 Asia-Pacific Online Lingerie Consumption Value (2019-2030)

4.5 South America Online Lingerie Consumption Value (2019-2030)

4.6 Middle East and Africa Online Lingerie Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

5.1 Global Online Lingerie Sales Quantity by Type (2019-2030)

5.2 Global Online Lingerie Consumption Value by Type (2019-2030)

5.3 Global Online Lingerie Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Online Lingerie Sales Quantity by Application (2019-2030)

6.2 Global Online Lingerie Consumption Value by Application (2019-2030)

6.3 Global Online Lingerie Average Price by Application (2019-2030)

7 NORTH AMERICA

7.1 North America Online Lingerie Sales Quantity by Type (2019-2030)

7.2 North America Online Lingerie Sales Quantity by Application (2019-2030)

7.3 North America Online Lingerie Market Size by Country

7.3.1 North America Online Lingerie Sales Quantity by Country (2019-2030)

7.3.2 North America Online Lingerie Consumption Value by Country (2019-2030)

7.3.3 United States Market Size and Forecast (2019-2030)

7.3.4 Canada Market Size and Forecast (2019-2030)

7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

8.1 Europe Online Lingerie Sales Quantity by Type (2019-2030)

8.2 Europe Online Lingerie Sales Quantity by Application (2019-2030)

8.3 Europe Online Lingerie Market Size by Country

8.3.1 Europe Online Lingerie Sales Quantity by Country (2019-2030)

8.3.2 Europe Online Lingerie Consumption Value by Country (2019-2030)

8.3.3 Germany Market Size and Forecast (2019-2030)

8.3.4 France Market Size and Forecast (2019-2030)

8.3.5 United Kingdom Market Size and Forecast (2019-2030)

8.3.6 Russia Market Size and Forecast (2019-2030)

8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Online Lingerie Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Online Lingerie Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Online Lingerie Market Size by Region
 - 9.3.1 Asia-Pacific Online Lingerie Sales Quantity by Region (2019-2030)
 - 9.3.2 Asia-Pacific Online Lingerie Consumption Value by Region (2019-2030)
 - 9.3.3 China Market Size and Forecast (2019-2030)
 - 9.3.4 Japan Market Size and Forecast (2019-2030)
 - 9.3.5 Korea Market Size and Forecast (2019-2030)
 - 9.3.6 India Market Size and Forecast (2019-2030)
 - 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
 - 9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

- 10.1 South America Online Lingerie Sales Quantity by Type (2019-2030)
- 10.2 South America Online Lingerie Sales Quantity by Application (2019-2030)
- 10.3 South America Online Lingerie Market Size by Country
 - 10.3.1 South America Online Lingerie Sales Quantity by Country (2019-2030)
 - 10.3.2 South America Online Lingerie Consumption Value by Country (2019-2030)
 - 10.3.3 Brazil Market Size and Forecast (2019-2030)
 - 10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Online Lingerie Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Online Lingerie Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Online Lingerie Market Size by Country
 - 11.3.1 Middle East & Africa Online Lingerie Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Online Lingerie Consumption Value by Country (2019-2030)
 - 11.3.3 Turkey Market Size and Forecast (2019-2030)
 - 11.3.4 Egypt Market Size and Forecast (2019-2030)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
 - 11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Online Lingerie Market Drivers
- 12.2 Online Lingerie Market Restraints
- 12.3 Online Lingerie Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Online Lingerie and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Online Lingerie
- 13.3 Online Lingerie Production Process
- 13.4 Online Lingerie Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Online Lingerie Typical Distributors
- 14.3 Online Lingerie Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Online Lingerie Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Online Lingerie Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Victoria's Secret Basic Information, Manufacturing Base and Competitors

Table 4. Victoria's Secret Major Business

Table 5. Victoria's Secret Online Lingerie Product and Services

Table 6. Victoria's Secret Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Victoria's Secret Recent Developments/Updates

Table 8. PVH Basic Information, Manufacturing Base and Competitors

Table 9. PVH Major Business

Table 10. PVH Online Lingerie Product and Services

Table 11. PVH Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. PVH Recent Developments/Updates

Table 13. Hanesbrands Basic Information, Manufacturing Base and Competitors

Table 14. Hanesbrands Major Business

Table 15. Hanesbrands Online Lingerie Product and Services

Table 16. Hanesbrands Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Hanesbrands Recent Developments/Updates

Table 18. Fruit of the Loom Basic Information, Manufacturing Base and Competitors

Table 19. Fruit of the Loom Major Business

Table 20. Fruit of the Loom Online Lingerie Product and Services

Table 21. Fruit of the Loom Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Fruit of the Loom Recent Developments/Updates

Table 23. Aimer Basic Information, Manufacturing Base and Competitors

Table 24. Aimer Major Business

Table 25. Aimer Online Lingerie Product and Services

Table 26. Aimer Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Aimer Recent Developments/Updates

Table 28. Fast Retailing Basic Information, Manufacturing Base and Competitors

Table 29. Fast Retailing Major Business

Table 30. Fast Retailing Online Lingerie Product and Services

Table 31. Fast Retailing Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Fast Retailing Recent Developments/Updates

Table 33. Triumph Basic Information, Manufacturing Base and Competitors

Table 34. Triumph Major Business

Table 35. Triumph Online Lingerie Product and Services

Table 36. Triumph Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Triumph Recent Developments/Updates

Table 38. Huijie Basic Information, Manufacturing Base and Competitors

Table 39. Huijie Major Business

Table 40. Huijie Online Lingerie Product and Services

Table 41. Huijie Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Huijie Recent Developments/Updates

Table 43. Jockey International Basic Information, Manufacturing Base and Competitors

Table 44. Jockey International Major Business

Table 45. Jockey International Online Lingerie Product and Services

Table 46. Jockey International Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Jockey International Recent Developments/Updates

Table 48. Wacoal Holdings Basic Information, Manufacturing Base and Competitors

Table 49. Wacoal Holdings Major Business

Table 50. Wacoal Holdings Online Lingerie Product and Services

Table 51. Wacoal Holdings Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Wacoal Holdings Recent Developments/Updates

Table 53. Cosmo-lady Basic Information, Manufacturing Base and Competitors

Table 54. Cosmo-lady Major Business

Table 55. Cosmo-lady Online Lingerie Product and Services

Table 56. Cosmo-lady Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. Cosmo-lady Recent Developments/Updates

Table 58. Gunze Basic Information, Manufacturing Base and Competitors

Table 59. Gunze Major Business

Table 60. Gunze Online Lingerie Product and Services

Table 61. Gunze Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit),

Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. Gunze Recent Developments/Updates

Table 63. Embry Form Basic Information, Manufacturing Base and Competitors

Table 64. Embry Form Major Business

Table 65. Embry Form Online Lingerie Product and Services

Table 66. Embry Form Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Embry Form Recent Developments/Updates

Table 68. Calida Basic Information, Manufacturing Base and Competitors

Table 69. Calida Major Business

Table 70. Calida Online Lingerie Product and Services

Table 71. Calida Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. Calida Recent Developments/Updates

Table 73. Oleno Group Basic Information, Manufacturing Base and Competitors

Table 74. Oleno Group Major Business

Table 75. Oleno Group Online Lingerie Product and Services

Table 76. Oleno Group Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. Oleno Group Recent Developments/Updates

Table 78. Vivien Basic Information, Manufacturing Base and Competitors

Table 79. Vivien Major Business

Table 80. Vivien Online Lingerie Product and Services

Table 81. Vivien Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 82. Vivien Recent Developments/Updates

Table 83. Tutuanna Basic Information, Manufacturing Base and Competitors

Table 84. Tutuanna Major Business

Table 85. Tutuanna Online Lingerie Product and Services

Table 86. Tutuanna Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 87. Tutuanna Recent Developments/Updates

Table 88. Sunny Group Basic Information, Manufacturing Base and Competitors

Table 89. Sunny Group Major Business

Table 90. Sunny Group Online Lingerie Product and Services

Table 91. Sunny Group Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. Sunny Group Recent Developments/Updates

Table 93. Miiow Basic Information, Manufacturing Base and Competitors

Table 94. Miiow Major Business

Table 95. Miiow Online Lingerie Product and Services

Table 96. Miiow Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 97. Miiow Recent Developments/Updates

Table 98. GUJIN Basic Information, Manufacturing Base and Competitors

Table 99. GUJIN Major Business

Table 100. GUJIN Online Lingerie Product and Services

Table 101. GUJIN Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 102. GUJIN Recent Developments/Updates

Table 103. Hop Lun Basic Information, Manufacturing Base and Competitors

Table 104. Hop Lun Major Business

Table 105. Hop Lun Online Lingerie Product and Services

Table 106. Hop Lun Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 107. Hop Lun Recent Developments/Updates

Table 108. BYC Basic Information, Manufacturing Base and Competitors

Table 109. BYC Major Business

Table 110. BYC Online Lingerie Product and Services

Table 111. BYC Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 112. BYC Recent Developments/Updates

Table 113. Sunflora Basic Information, Manufacturing Base and Competitors

Table 114. Sunflora Major Business

Table 115. Sunflora Online Lingerie Product and Services

Table 116. Sunflora Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 117. Sunflora Recent Developments/Updates

Table 118. Good People Basic Information, Manufacturing Base and Competitors

Table 119. Good People Major Business

Table 120. Good People Online Lingerie Product and Services

Table 121. Good People Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 122. Good People Recent Developments/Updates

Table 123. P.H. Garment Basic Information, Manufacturing Base and Competitors

Table 124. P.H. Garment Major Business

Table 125. P.H. Garment Online Lingerie Product and Services

Table 126. P.H. Garment Online Lingerie Sales Quantity (M Units), Average Price

(USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 127. P.H. Garment Recent Developments/Updates

Table 128. SBW Basic Information, Manufacturing Base and Competitors

Table 129. SBW Major Business

Table 130. SBW Online Lingerie Product and Services

Table 131. SBW Online Lingerie Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 132. SBW Recent Developments/Updates

Table 133. Global Online Lingerie Sales Quantity by Manufacturer (2019-2024) & (M Units)

Table 134. Global Online Lingerie Revenue by Manufacturer (2019-2024) & (USD Million)

Table 135. Global Online Lingerie Average Price by Manufacturer (2019-2024) & (USD/Unit)

Table 136. Market Position of Manufacturers in Online Lingerie, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 137. Head Office and Online Lingerie Production Site of Key Manufacturer

Table 138. Online Lingerie Market: Company Product Type Footprint

Table 139. Online Lingerie Market: Company Product Application Footprint

Table 140. Online Lingerie New Market Entrants and Barriers to Market Entry

Table 141. Online Lingerie Mergers, Acquisition, Agreements, and Collaborations

Table 142. Global Online Lingerie Sales Quantity by Region (2019-2024) & (M Units)

Table 143. Global Online Lingerie Sales Quantity by Region (2025-2030) & (M Units)

Table 144. Global Online Lingerie Consumption Value by Region (2019-2024) & (USD Million)

Table 145. Global Online Lingerie Consumption Value by Region (2025-2030) & (USD Million)

Table 146. Global Online Lingerie Average Price by Region (2019-2024) & (USD/Unit)

Table 147. Global Online Lingerie Average Price by Region (2025-2030) & (USD/Unit)

Table 148. Global Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 149. Global Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 150. Global Online Lingerie Consumption Value by Type (2019-2024) & (USD Million)

Table 151. Global Online Lingerie Consumption Value by Type (2025-2030) & (USD Million)

Table 152. Global Online Lingerie Average Price by Type (2019-2024) & (USD/Unit)

Table 153. Global Online Lingerie Average Price by Type (2025-2030) & (USD/Unit)

Table 154. Global Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 155. Global Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 156. Global Online Lingerie Consumption Value by Application (2019-2024) & (USD Million)

Table 157. Global Online Lingerie Consumption Value by Application (2025-2030) & (USD Million)

Table 158. Global Online Lingerie Average Price by Application (2019-2024) & (USD/Unit)

Table 159. Global Online Lingerie Average Price by Application (2025-2030) & (USD/Unit)

Table 160. North America Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 161. North America Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 162. North America Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 163. North America Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 164. North America Online Lingerie Sales Quantity by Country (2019-2024) & (M Units)

Table 165. North America Online Lingerie Sales Quantity by Country (2025-2030) & (M Units)

Table 166. North America Online Lingerie Consumption Value by Country (2019-2024) & (USD Million)

Table 167. North America Online Lingerie Consumption Value by Country (2025-2030) & (USD Million)

Table 168. Europe Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 169. Europe Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 170. Europe Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 171. Europe Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 172. Europe Online Lingerie Sales Quantity by Country (2019-2024) & (M Units)

Table 173. Europe Online Lingerie Sales Quantity by Country (2025-2030) & (M Units)

Table 174. Europe Online Lingerie Consumption Value by Country (2019-2024) & (USD Million)

Table 175. Europe Online Lingerie Consumption Value by Country (2025-2030) & (USD Million)

Table 176. Asia-Pacific Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 177. Asia-Pacific Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 178. Asia-Pacific Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 179. Asia-Pacific Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 180. Asia-Pacific Online Lingerie Sales Quantity by Region (2019-2024) & (M Units)

Table 181. Asia-Pacific Online Lingerie Sales Quantity by Region (2025-2030) & (M Units)

Table 182. Asia-Pacific Online Lingerie Consumption Value by Region (2019-2024) & (USD Million)

Table 183. Asia-Pacific Online Lingerie Consumption Value by Region (2025-2030) & (USD Million)

Table 184. South America Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 185. South America Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 186. South America Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 187. South America Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 188. South America Online Lingerie Sales Quantity by Country (2019-2024) & (M Units)

Table 189. South America Online Lingerie Sales Quantity by Country (2025-2030) & (M Units)

Table 190. South America Online Lingerie Consumption Value by Country (2019-2024) & (USD Million)

Table 191. South America Online Lingerie Consumption Value by Country (2025-2030) & (USD Million)

Table 192. Middle East & Africa Online Lingerie Sales Quantity by Type (2019-2024) & (M Units)

Table 193. Middle East & Africa Online Lingerie Sales Quantity by Type (2025-2030) & (M Units)

Table 194. Middle East & Africa Online Lingerie Sales Quantity by Application (2019-2024) & (M Units)

Table 195. Middle East & Africa Online Lingerie Sales Quantity by Application (2025-2030) & (M Units)

Table 196. Middle East & Africa Online Lingerie Sales Quantity by Region (2019-2024) & (M Units)

Table 197. Middle East & Africa Online Lingerie Sales Quantity by Region (2025-2030)
& (M Units)

Table 198. Middle East & Africa Online Lingerie Consumption Value by Region
(2019-2024) & (USD Million)

Table 199. Middle East & Africa Online Lingerie Consumption Value by Region
(2025-2030) & (USD Million)

Table 200. Online Lingerie Raw Material

Table 201. Key Manufacturers of Online Lingerie Raw Materials

Table 202. Online Lingerie Typical Distributors

Table 203. Online Lingerie Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Online Lingerie Picture

Figure 2. Global Online Lingerie Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Online Lingerie Consumption Value Market Share by Type in 2023

Figure 4. Bra Examples

Figure 5. Knickers & Panties Examples

Figure 6. Lounge Wear Examples

Figure 7. Shape Wear Examples

Figure 8. Global Online Lingerie Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 9. Global Online Lingerie Consumption Value Market Share by Application in 2023

Figure 10. Female Examples

Figure 11. Male Examples

Figure 12. Global Online Lingerie Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 13. Global Online Lingerie Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 14. Global Online Lingerie Sales Quantity (2019-2030) & (M Units)

Figure 15. Global Online Lingerie Average Price (2019-2030) & (USD/Unit)

Figure 16. Global Online Lingerie Sales Quantity Market Share by Manufacturer in 2023

Figure 17. Global Online Lingerie Consumption Value Market Share by Manufacturer in 2023

Figure 18. Producer Shipments of Online Lingerie by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 19. Top 3 Online Lingerie Manufacturer (Consumption Value) Market Share in 2023

Figure 20. Top 6 Online Lingerie Manufacturer (Consumption Value) Market Share in 2023

Figure 21. Global Online Lingerie Sales Quantity Market Share by Region (2019-2030)

Figure 22. Global Online Lingerie Consumption Value Market Share by Region (2019-2030)

Figure 23. North America Online Lingerie Consumption Value (2019-2030) & (USD Million)

Figure 24. Europe Online Lingerie Consumption Value (2019-2030) & (USD Million)

Figure 25. Asia-Pacific Online Lingerie Consumption Value (2019-2030) & (USD Million)

Figure 26. South America Online Lingerie Consumption Value (2019-2030) & (USD Million)

Figure 27. Middle East & Africa Online Lingerie Consumption Value (2019-2030) & (USD Million)

Figure 28. Global Online Lingerie Sales Quantity Market Share by Type (2019-2030)

Figure 29. Global Online Lingerie Consumption Value Market Share by Type (2019-2030)

Figure 30. Global Online Lingerie Average Price by Type (2019-2030) & (USD/Unit)

Figure 31. Global Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 32. Global Online Lingerie Consumption Value Market Share by Application (2019-2030)

Figure 33. Global Online Lingerie Average Price by Application (2019-2030) & (USD/Unit)

Figure 34. North America Online Lingerie Sales Quantity Market Share by Type (2019-2030)

Figure 35. North America Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 36. North America Online Lingerie Sales Quantity Market Share by Country (2019-2030)

Figure 37. North America Online Lingerie Consumption Value Market Share by Country (2019-2030)

Figure 38. United States Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Canada Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 40. Mexico Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Europe Online Lingerie Sales Quantity Market Share by Type (2019-2030)

Figure 42. Europe Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 43. Europe Online Lingerie Sales Quantity Market Share by Country (2019-2030)

Figure 44. Europe Online Lingerie Consumption Value Market Share by Country (2019-2030)

Figure 45. Germany Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 46. France Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 47. United Kingdom Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Russia Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. Italy Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Asia-Pacific Online Lingerie Sales Quantity Market Share by Type (2019-2030)

Figure 51. Asia-Pacific Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 52. Asia-Pacific Online Lingerie Sales Quantity Market Share by Region (2019-2030)

Figure 53. Asia-Pacific Online Lingerie Consumption Value Market Share by Region (2019-2030)

Figure 54. China Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. Japan Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Korea Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. India Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Southeast Asia Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. Australia Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. South America Online Lingerie Sales Quantity Market Share by Type (2019-2030)

Figure 61. South America Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 62. South America Online Lingerie Sales Quantity Market Share by Country (2019-2030)

Figure 63. South America Online Lingerie Consumption Value Market Share by Country (2019-2030)

Figure 64. Brazil Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. Argentina Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 66. Middle East & Africa Online Lingerie Sales Quantity Market Share by Type

(2019-2030)

Figure 67. Middle East & Africa Online Lingerie Sales Quantity Market Share by Application (2019-2030)

Figure 68. Middle East & Africa Online Lingerie Sales Quantity Market Share by Region (2019-2030)

Figure 69. Middle East & Africa Online Lingerie Consumption Value Market Share by Region (2019-2030)

Figure 70. Turkey Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. Egypt Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Saudi Arabia Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. South Africa Online Lingerie Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Online Lingerie Market Drivers

Figure 75. Online Lingerie Market Restraints

Figure 76. Online Lingerie Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of Online Lingerie in 2023

Figure 79. Manufacturing Process Analysis of Online Lingerie

Figure 80. Online Lingerie Industrial Chain

Figure 81. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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