

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.

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