

Global Seamless Underwear for Men Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Seamless Underwear for Men market size is expected to reach \$ 7861 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Seamless Underwear for Men refers to male intimate apparel manufactured using seamless knitting or bonding technology that eliminates side seams and stitching, designed to enhance comfort, reduce chafing, provide body-contouring fit, and improve breathability and flexibility, widely used in daily wear, sports performance, and business comfort applications.

Seamless underwear for men industry chain consists of upstream suppliers of cotton, polyester, nylon, spandex, bamboo fiber, dyeing chemicals, and elastic yarns, midstream manufacturers engaged in circular knitting, seamless molding, bonding, cutting, heat sealing, product design, sizing engineering, and quality inspection, and downstream distribution channels including apparel brands, sportswear companies, fast fashion retailers, department stores, e-commerce platforms, and direct-to-consumer brands, serving global male consumers across lifestyle, business, and sports segments, with demand driven by comfort clothing trends, athleisure expansion, functional performance wear adoption, and increasing preference for invisible, skin-friendly, and ergonomic innerwear worldwide.

Seamless underwear for men projects under construction and planned include expansion of high-efficiency circular knitting factories in China, Vietnam, and Indonesia, development of smart textile production lines integrating AI-driven fit design and body scanning systems, investment in sustainable fiber materials such as recycled polyester and organic cotton blends, establishment of global OEM and ODM manufacturing hubs

for sportswear and underwear brands, introduction of antibacterial, odor-control, and temperature-regulating fabric technologies, expansion of direct-to-consumer performance underwear brands, and R&D initiatives focused on ultra-lightweight breathable materials and adaptive compression structures, while companies enhance global e-commerce distribution and supply chain integration.

Global Market Average Gross Profit Margin: 47%.

The seamless underwear for men market is experiencing steady growth driven by increasing demand for comfort-focused and performance-oriented innerwear. Consumers are shifting from traditional stitched underwear to seamless alternatives due to improved comfort, reduced friction, and better fit. The rise of athleisure and fitness lifestyles is significantly boosting demand for functional underwear with moisture-wicking and compression features. E-commerce expansion is accelerating global product accessibility and brand penetration. Fashion trends emphasizing minimalist and invisible innerwear are supporting adoption in daily wear segments. Technological advancements in circular knitting are enabling more ergonomic and breathable designs. Premium brands are focusing on antibacterial and temperature-regulating fabrics to differentiate products. The business wear segment is increasingly adopting seamless underwear for all-day comfort. Asia Pacific dominates production while also becoming a fast-growing consumption market. Competition is intensifying with both global apparel brands and low-cost manufacturers expanding aggressively.

Market due to strong textile manufacturing capabilities in China, Vietnam, Bangladesh, and Indonesia, combined with rising domestic consumption. China is both a major production hub and rapidly growing consumer market. North America shows strong demand driven by sports participation, athleisure adoption, and high disposable income. Europe emphasizes premium, sustainable, and functional underwear products, with strong demand for eco-friendly materials. Latin America is emerging with increasing retail penetration and growing fashion awareness. The Middle East and Africa show moderate but steady growth driven by urbanization and improving retail infrastructure. Regional preferences vary, with performance underwear dominating developed markets and cost-effective products leading in emerging economies.

The market is moderately fragmented with strong competition between global apparel brands, sportswear companies, and regional OEM manufacturers. Asian manufacturers dominate cost-efficient production and supply chain scale advantages. European and US brands lead in premium positioning, sustainability, and innovation-driven product development. Competition is driven by fabric technology, comfort performance, and brand differentiation rather than basic design. Private label manufacturing plays a

significant role in fast fashion distribution. E-commerce branding, influencer marketing, and digital channels are critical for consumer acquisition. Continuous product innovation cycles and rapid SKU expansion define competitive intensity. Brand differentiation increasingly relies on material science, ergonomic design, and sustainability credentials.

This report studies the global Seamless Underwear for Men demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Seamless Underwear for Men, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Seamless Underwear for Men that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Seamless Underwear for Men total market, 2021-2032, (USD Million)

Global Seamless Underwear for Men total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Seamless Underwear for Men total market, key domestic companies, and share, (USD Million)

Global Seamless Underwear for Men revenue by player, revenue and market share 2021-2026, (USD Million)

Global Seamless Underwear for Men total market by Fabric Type, CAGR, 2021-2032, (USD Million)

Global Seamless Underwear for Men total market by Sales Channel, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Seamless Underwear for Men market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include UNIQLO, HanesBrands, Jockey, Nike, Adidas, Under Armour, Calvin Klein, Lululemon, Decathlon, Triumph International, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Seamless Underwear for Men market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Fabric Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Seamless Underwear for Men Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Seamless Underwear for Men Market, Segmentation by Fabric Type:

Nylon Spandex

Polyester Spandex

Cotton Blend

Others

Global Seamless Underwear for Men Market, Segmentation by Product Form Type:

Seamless Panties

Seamless Shirt

Others

Global Seamless Underwear for Men Market, Segmentation by Manufacturing Technology:

Circular Knitting

Bonded

Laser Cut

Heat Sealed

Others

Global Seamless Underwear for Men Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

UNIQLO

HanesBrands

Jockey

Nike

Adidas

Under Armour

Calvin Klein

Lululemon

Decathlon

Triumph International

Aimer

Cosmo Lady

Embry Form

Key Questions Answered

1. How big is the global Seamless Underwear for Men market?
2. What is the demand of the global Seamless Underwear for Men market?
3. What is the year over year growth of the global Seamless Underwear for Men market?
4. What is the total value of the global Seamless Underwear for Men market?
5. Who are the Major Players in the global Seamless Underwear for Men market?
6. What are the growth factors driving the market demand?

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