

Global Sports Bra Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Sports Bra market size was valued at US\$ 11349 million in 2025 and is forecast to a readjusted size of US\$ 14605 million by 2032 with a CAGR of 3.6% during review period.

Sports bras are functional undergarments specifically designed to provide women with support, comfort, and protection during athletic activities, fitness training, or daily routines. In 2025, global Sports Bra production reached approximately 1103 million units, with an average global market price of around 10 US\$/Unit. The production capacity of Sports Bra reaches 1480 million units, and the industry's gross profit margin is approximately between 30% and 50%.

The growth of the sports bra market is primarily driven by a confluence of factors: heightened health awareness among women, continuously rising participation in fitness and sports activities, increased female purchasing power, and the widespread popularity of the athleisure trend. An increasing number of women now recognize the critical importance of specialized sports bras in preventing ligament damage to the breasts, enhancing athletic performance, and boosting comfort and self-confidence?prompting a shift away from everyday bras toward functional, performance-oriented products. Concurrently, the rise of social media and fitness culture has intensified the focus on the technical sophistication of athletic gear, compelling brands to continuously innovate in areas such as support technology, fabric development, size inclusivity, and design aesthetics. Furthermore, the integration of sustainability principles, increased attention to the plus-size and large-bust market segments, and the application of high-performance materials?such as recycled fibers and smart temperature-regulating fabrics?have further expanded the value proposition of these products. This evolution has transformed sports bras from basic functional items into a

high-growth consumer category that seamlessly blends health, technology, fashion, and self-expression.

This report is a detailed and comprehensive analysis for global Sports Bra market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Sports Bra market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Sports Bra market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Sports Bra market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Sports Bra market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Sports Bra

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Sports Bra market based on the following

parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nike, Adidas, Under Armour, Lululemon, Mizuno, ANTA, Hanes, Lorna Jane, Brooks Running, Decathlon, etc.

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

Market Segmentation

Sports Bra market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Low-Support

Medium-Support

High-Support

Market segment by Function

Basic Functionality Type

High-Performance Technology Type

Market segment by Structure

Compression Type

Encapsulation Type

Combination Type

Market segment by Application

Online Sales

Offline Sales

Major players covered

Nike

Adidas

Under Armour

Lululemon

Mizuno

ANTA

Hanes

Lorna Jane

Brooks Running

Decathlon

Columbia

Wacoal

Puma

Gap

The North Face

Fast Retailing

Li-Ning

Reebok

Asics

New Balance

NEIWAI

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 Sports Bra product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Sports Bra, with price, sales quantity, revenue, and global market share of Sports Bra from 2021 to 2026.

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

Chapter 4, the Sports Bra breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Sports Bra market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Sports Bra.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Sports Bra Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Low-Support

1.3.3 Medium-Support

1.3.4 High-Support

1.4 Market Analysis by Function

1.4.1 Overview: Global Sports Bra Consumption Value by Function: 2021 Versus 2025 Versus 2032

1.4.2 Basic Functionality Type

1.4.3 High-Performance Technology Type

1.5 Market Analysis by Structure

1.5.1 Overview: Global Sports Bra Consumption Value by Structure: 2021 Versus 2025 Versus 2032

1.5.2 Compression Type

1.5.3 Encapsulation Type

1.5.4 Combination Type

1.6 Market Analysis by Application

1.6.1 Overview: Global Sports Bra Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Online Sales

1.6.3 Offline Sales

1.7 Global Sports Bra Market Size & Forecast

1.7.1 Global Sports Bra Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Sports Bra Sales Quantity (2021-2032)

1.7.3 Global Sports Bra Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Nike

2.1.1 Nike Details

2.1.2 Nike Major Business

2.1.3 Nike Sports Bra Product and Services

2.1.4 Nike Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Nike Recent Developments/Updates

2.2 Adidas

2.2.1 Adidas Details

2.2.2 Adidas Major Business

2.2.3 Adidas Sports Bra Product and Services

2.2.4 Adidas Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Adidas Recent Developments/Updates

2.3 Under Armour

2.3.1 Under Armour Details

2.3.2 Under Armour Major Business

2.3.3 Under Armour Sports Bra Product and Services

2.3.4 Under Armour Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Under Armour Recent Developments/Updates

2.4 Lululemon

2.4.1 Lululemon Details

2.4.2 Lululemon Major Business

2.4.3 Lululemon Sports Bra Product and Services

2.4.4 Lululemon Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Lululemon Recent Developments/Updates

2.5 Mizuno

2.5.1 Mizuno Details

2.5.2 Mizuno Major Business

2.5.3 Mizuno Sports Bra Product and Services

2.5.4 Mizuno Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Mizuno Recent Developments/Updates

2.6 ANTA

2.6.1 ANTA Details

2.6.2 ANTA Major Business

2.6.3 ANTA Sports Bra Product and Services

2.6.4 ANTA Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 ANTA Recent Developments/Updates

2.7 Hanes

- 2.7.1 Hanes Details
- 2.7.2 Hanes Major Business
- 2.7.3 Hanes Sports Bra Product and Services
- 2.7.4 Hanes Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.7.5 Hanes Recent Developments/Updates
- 2.8 Lorna Jane
 - 2.8.1 Lorna Jane Details
 - 2.8.2 Lorna Jane Major Business
 - 2.8.3 Lorna Jane Sports Bra Product and Services
 - 2.8.4 Lorna Jane Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Lorna Jane Recent Developments/Updates
- 2.9 Brooks Running
 - 2.9.1 Brooks Running Details
 - 2.9.2 Brooks Running Major Business
 - 2.9.3 Brooks Running Sports Bra Product and Services
 - 2.9.4 Brooks Running Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Brooks Running Recent Developments/Updates
- 2.10 Decathlon
 - 2.10.1 Decathlon Details
 - 2.10.2 Decathlon Major Business
 - 2.10.3 Decathlon Sports Bra Product and Services
 - 2.10.4 Decathlon Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 Decathlon Recent Developments/Updates
- 2.11 Columbia
 - 2.11.1 Columbia Details
 - 2.11.2 Columbia Major Business
 - 2.11.3 Columbia Sports Bra Product and Services
 - 2.11.4 Columbia Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 Columbia Recent Developments/Updates
- 2.12 Wacoal
 - 2.12.1 Wacoal Details
 - 2.12.2 Wacoal Major Business
 - 2.12.3 Wacoal Sports Bra Product and Services
 - 2.12.4 Wacoal Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and

Market Share (2021-2026)

2.12.5 Wacoal Recent Developments/Updates

2.13 Puma

2.13.1 Puma Details

2.13.2 Puma Major Business

2.13.3 Puma Sports Bra Product and Services

2.13.4 Puma Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Puma Recent Developments/Updates

2.14 Gap

2.14.1 Gap Details

2.14.2 Gap Major Business

2.14.3 Gap Sports Bra Product and Services

2.14.4 Gap Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Gap Recent Developments/Updates

2.15 The North Face

2.15.1 The North Face Details

2.15.2 The North Face Major Business

2.15.3 The North Face Sports Bra Product and Services

2.15.4 The North Face Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 The North Face Recent Developments/Updates

2.16 Fast Retailing

2.16.1 Fast Retailing Details

2.16.2 Fast Retailing Major Business

2.16.3 Fast Retailing Sports Bra Product and Services

2.16.4 Fast Retailing Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Fast Retailing Recent Developments/Updates

2.17 Li-Ning

2.17.1 Li-Ning Details

2.17.2 Li-Ning Major Business

2.17.3 Li-Ning Sports Bra Product and Services

2.17.4 Li-Ning Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Li-Ning Recent Developments/Updates

2.18 Reebok

2.18.1 Reebok Details

- 2.18.2 Reebok Major Business
- 2.18.3 Reebok Sports Bra Product and Services
- 2.18.4 Reebok Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.18.5 Reebok Recent Developments/Updates
- 2.19 Asics
 - 2.19.1 Asics Details
 - 2.19.2 Asics Major Business
 - 2.19.3 Asics Sports Bra Product and Services
 - 2.19.4 Asics Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.19.5 Asics Recent Developments/Updates
- 2.20 New Balance
 - 2.20.1 New Balance Details
 - 2.20.2 New Balance Major Business
 - 2.20.3 New Balance Sports Bra Product and Services
 - 2.20.4 New Balance Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.20.5 New Balance Recent Developments/Updates
- 2.21 NEIWAI
 - 2.21.1 NEIWAI Details
 - 2.21.2 NEIWAI Major Business
 - 2.21.3 NEIWAI Sports Bra Product and Services
 - 2.21.4 NEIWAI Sports Bra Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.21.5 NEIWAI Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: SPORTS BRA BY MANUFACTURER

- 3.1 Global Sports Bra Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Sports Bra Revenue by Manufacturer (2021-2026)
- 3.3 Global Sports Bra Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
 - 3.4.1 Producer Shipments of Sports Bra by Manufacturer Revenue (\$MM) and Market Share (%): 2025
 - 3.4.2 Top 3 Sports Bra Manufacturer Market Share in 2025
 - 3.4.3 Top 6 Sports Bra Manufacturer Market Share in 2025
- 3.5 Sports Bra Market: Overall Company Footprint Analysis
 - 3.5.1 Sports Bra Market: Region Footprint

- 3.5.2 Sports Bra Market: Company Product Type Footprint
- 3.5.3 Sports Bra 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 Sports Bra Market Size by Region
 - 4.1.1 Global Sports Bra Sales Quantity by Region (2021-2032)
 - 4.1.2 Global Sports Bra Consumption Value by Region (2021-2032)
 - 4.1.3 Global Sports Bra Average Price by Region (2021-2032)
- 4.2 North America Sports Bra Consumption Value (2021-2032)
- 4.3 Europe Sports Bra Consumption Value (2021-2032)
- 4.4 Asia-Pacific Sports Bra Consumption Value (2021-2032)
- 4.5 South America Sports Bra Consumption Value (2021-2032)
- 4.6 Middle East & Africa Sports Bra Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Sports Bra Sales Quantity by Type (2021-2032)
- 5.2 Global Sports Bra Consumption Value by Type (2021-2032)
- 5.3 Global Sports Bra Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Sports Bra Sales Quantity by Application (2021-2032)
- 6.2 Global Sports Bra Consumption Value by Application (2021-2032)
- 6.3 Global Sports Bra Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Sports Bra Sales Quantity by Type (2021-2032)
- 7.2 North America Sports Bra Sales Quantity by Application (2021-2032)
- 7.3 North America Sports Bra Market Size by Country
 - 7.3.1 North America Sports Bra Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Sports Bra Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Sports Bra Sales Quantity by Type (2021-2032)
- 8.2 Europe Sports Bra Sales Quantity by Application (2021-2032)
- 8.3 Europe Sports Bra Market Size by Country
 - 8.3.1 Europe Sports Bra Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Sports Bra Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Sports Bra Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Sports Bra Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Sports Bra Market Size by Region
 - 9.3.1 Asia-Pacific Sports Bra Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Sports Bra Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Sports Bra Sales Quantity by Type (2021-2032)
- 10.2 South America Sports Bra Sales Quantity by Application (2021-2032)
- 10.3 South America Sports Bra Market Size by Country
 - 10.3.1 South America Sports Bra Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Sports Bra Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Sports Bra Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Sports Bra Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Sports Bra Market Size by Country
 - 11.3.1 Middle East & Africa Sports Bra Sales Quantity by Country (2021-2032)
 - 11.3.2 Middle East & Africa Sports Bra Consumption Value by Country (2021-2032)
 - 11.3.3 Turkey Market Size and Forecast (2021-2032)
 - 11.3.4 Egypt Market Size and Forecast (2021-2032)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
 - 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Sports Bra Market Drivers
- 12.2 Sports Bra Market Restraints
- 12.3 Sports Bra 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 Sports Bra and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Sports Bra
- 13.3 Sports Bra Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Sports Bra Typical Distributors
- 14.3 Sports Bra 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 Sports Bra Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Sports Bra Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Table 3. Global Sports Bra Consumption Value by Structure, (USD Million), 2021 & 2025 & 2032

Table 4. Global Sports Bra Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Nike Basic Information, Manufacturing Base and Competitors

Table 6. Nike Major Business

Table 7. Nike Sports Bra Product and Services

Table 8. Nike Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Nike Recent Developments/Updates

Table 10. Adidas Basic Information, Manufacturing Base and Competitors

Table 11. Adidas Major Business

Table 12. Adidas Sports Bra Product and Services

Table 13. Adidas Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. Adidas Recent Developments/Updates

Table 15. Under Armour Basic Information, Manufacturing Base and Competitors

Table 16. Under Armour Major Business

Table 17. Under Armour Sports Bra Product and Services

Table 18. Under Armour Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. Under Armour Recent Developments/Updates

Table 20. Lululemon Basic Information, Manufacturing Base and Competitors

Table 21. Lululemon Major Business

Table 22. Lululemon Sports Bra Product and Services

Table 23. Lululemon Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 24. Lululemon Recent Developments/Updates

Table 25. Mizuno Basic Information, Manufacturing Base and Competitors

Table 26. Mizuno Major Business

Table 27. Mizuno Sports Bra Product and Services

Table 28. Mizuno Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 29. Mizuno Recent Developments/Updates
Table 30. ANTA Basic Information, Manufacturing Base and Competitors
Table 31. ANTA Major Business
Table 32. ANTA Sports Bra Product and Services
Table 33. ANTA Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 34. ANTA Recent Developments/Updates
Table 35. Hanes Basic Information, Manufacturing Base and Competitors
Table 36. Hanes Major Business
Table 37. Hanes Sports Bra Product and Services
Table 38. Hanes Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 39. Hanes Recent Developments/Updates
Table 40. Lorna Jane Basic Information, Manufacturing Base and Competitors
Table 41. Lorna Jane Major Business
Table 42. Lorna Jane Sports Bra Product and Services
Table 43. Lorna Jane Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 44. Lorna Jane Recent Developments/Updates
Table 45. Brooks Running Basic Information, Manufacturing Base and Competitors
Table 46. Brooks Running Major Business
Table 47. Brooks Running Sports Bra Product and Services
Table 48. Brooks Running Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 49. Brooks Running Recent Developments/Updates
Table 50. Decathlon Basic Information, Manufacturing Base and Competitors
Table 51. Decathlon Major Business
Table 52. Decathlon Sports Bra Product and Services
Table 53. Decathlon Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 54. Decathlon Recent Developments/Updates
Table 55. Columbia Basic Information, Manufacturing Base and Competitors
Table 56. Columbia Major Business
Table 57. Columbia Sports Bra Product and Services
Table 58. Columbia Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 59. Columbia Recent Developments/Updates

Table 60. Wacoal Basic Information, Manufacturing Base and Competitors

Table 61. Wacoal Major Business

Table 62. Wacoal Sports Bra Product and Services

Table 63. Wacoal Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 64. Wacoal Recent Developments/Updates

Table 65. Puma Basic Information, Manufacturing Base and Competitors

Table 66. Puma Major Business

Table 67. Puma Sports Bra Product and Services

Table 68. Puma Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 69. Puma Recent Developments/Updates

Table 70. Gap Basic Information, Manufacturing Base and Competitors

Table 71. Gap Major Business

Table 72. Gap Sports Bra Product and Services

Table 73. Gap Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 74. Gap Recent Developments/Updates

Table 75. The North Face Basic Information, Manufacturing Base and Competitors

Table 76. The North Face Major Business

Table 77. The North Face Sports Bra Product and Services

Table 78. The North Face Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. The North Face Recent Developments/Updates

Table 80. Fast Retailing Basic Information, Manufacturing Base and Competitors

Table 81. Fast Retailing Major Business

Table 82. Fast Retailing Sports Bra Product and Services

Table 83. Fast Retailing Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Fast Retailing Recent Developments/Updates

Table 85. Li-Ning Basic Information, Manufacturing Base and Competitors

Table 86. Li-Ning Major Business

Table 87. Li-Ning Sports Bra Product and Services

Table 88. Li-Ning Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Li-Ning Recent Developments/Updates

Table 90. Reebok Basic Information, Manufacturing Base and Competitors

Table 91. Reebok Major Business

Table 92. Reebok Sports Bra Product and Services

Table 93. Reebok Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 94. Reebok Recent Developments/Updates
Table 95. Asics Basic Information, Manufacturing Base and Competitors
Table 96. Asics Major Business
Table 97. Asics Sports Bra Product and Services
Table 98. Asics Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 99. Asics Recent Developments/Updates
Table 100. New Balance Basic Information, Manufacturing Base and Competitors
Table 101. New Balance Major Business
Table 102. New Balance Sports Bra Product and Services
Table 103. New Balance Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 104. New Balance Recent Developments/Updates
Table 105. NEIWAI Basic Information, Manufacturing Base and Competitors
Table 106. NEIWAI Major Business
Table 107. NEIWAI Sports Bra Product and Services
Table 108. NEIWAI Sports Bra Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. NEIWAI Recent Developments/Updates
Table 110. Global Sports Bra Sales Quantity by Manufacturer (2021-2026) & (K Units)
Table 111. Global Sports Bra Revenue by Manufacturer (2021-2026) & (USD Million)
Table 112. Global Sports Bra Average Price by Manufacturer (2021-2026) & (US\$/Unit)
Table 113. Market Position of Manufacturers in Sports Bra, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
Table 114. Head Office and Sports Bra Production Site of Key Manufacturer
Table 115. Sports Bra Market: Company Product Type Footprint
Table 116. Sports Bra Market: Company Product Application Footprint
Table 117. Sports Bra New Market Entrants and Barriers to Market Entry
Table 118. Sports Bra Mergers, Acquisition, Agreements, and Collaborations
Table 119. Global Sports Bra Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
Table 120. Global Sports Bra Sales Quantity by Region (2021-2026) & (K Units)
Table 121. Global Sports Bra Sales Quantity by Region (2027-2032) & (K Units)
Table 122. Global Sports Bra Consumption Value by Region (2021-2026) & (USD Million)
Table 123. Global Sports Bra Consumption Value by Region (2027-2032) & (USD Million)

Table 124. Global Sports Bra Average Price by Region (2021-2026) & (US\$/Unit)

Table 125. Global Sports Bra Average Price by Region (2027-2032) & (US\$/Unit)

Table 126. Global Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 127. Global Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 128. Global Sports Bra Consumption Value by Type (2021-2026) & (USD Million)

Table 129. Global Sports Bra Consumption Value by Type (2027-2032) & (USD Million)

Table 130. Global Sports Bra Average Price by Type (2021-2026) & (US\$/Unit)

Table 131. Global Sports Bra Average Price by Type (2027-2032) & (US\$/Unit)

Table 132. Global Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 133. Global Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 134. Global Sports Bra Consumption Value by Application (2021-2026) & (USD Million)

Table 135. Global Sports Bra Consumption Value by Application (2027-2032) & (USD Million)

Table 136. Global Sports Bra Average Price by Application (2021-2026) & (US\$/Unit)

Table 137. Global Sports Bra Average Price by Application (2027-2032) & (US\$/Unit)

Table 138. North America Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 139. North America Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 140. North America Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 141. North America Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 142. North America Sports Bra Sales Quantity by Country (2021-2026) & (K Units)

Table 143. North America Sports Bra Sales Quantity by Country (2027-2032) & (K Units)

Table 144. North America Sports Bra Consumption Value by Country (2021-2026) & (USD Million)

Table 145. North America Sports Bra Consumption Value by Country (2027-2032) & (USD Million)

Table 146. Europe Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 147. Europe Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 148. Europe Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 149. Europe Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 150. Europe Sports Bra Sales Quantity by Country (2021-2026) & (K Units)

Table 151. Europe Sports Bra Sales Quantity by Country (2027-2032) & (K Units)

Table 152. Europe Sports Bra Consumption Value by Country (2021-2026) & (USD Million)

Table 153. Europe Sports Bra Consumption Value by Country (2027-2032) & (USD Million)

Million)

Table 154. Asia-Pacific Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 155. Asia-Pacific Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 156. Asia-Pacific Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 157. Asia-Pacific Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 158. Asia-Pacific Sports Bra Sales Quantity by Region (2021-2026) & (K Units)

Table 159. Asia-Pacific Sports Bra Sales Quantity by Region (2027-2032) & (K Units)

Table 160. Asia-Pacific Sports Bra Consumption Value by Region (2021-2026) & (USD Million)

Table 161. Asia-Pacific Sports Bra Consumption Value by Region (2027-2032) & (USD Million)

Table 162. South America Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 163. South America Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 164. South America Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 165. South America Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 166. South America Sports Bra Sales Quantity by Country (2021-2026) & (K Units)

Table 167. South America Sports Bra Sales Quantity by Country (2027-2032) & (K Units)

Table 168. South America Sports Bra Consumption Value by Country (2021-2026) & (USD Million)

Table 169. South America Sports Bra Consumption Value by Country (2027-2032) & (USD Million)

Table 170. Middle East & Africa Sports Bra Sales Quantity by Type (2021-2026) & (K Units)

Table 171. Middle East & Africa Sports Bra Sales Quantity by Type (2027-2032) & (K Units)

Table 172. Middle East & Africa Sports Bra Sales Quantity by Application (2021-2026) & (K Units)

Table 173. Middle East & Africa Sports Bra Sales Quantity by Application (2027-2032) & (K Units)

Table 174. Middle East & Africa Sports Bra Sales Quantity by Country (2021-2026) & (K Units)

Table 175. Middle East & Africa Sports Bra Sales Quantity by Country (2027-2032) & (K Units)

Table 176. Middle East & Africa Sports Bra Consumption Value by Country (2021-2026)
& (USD Million)

Table 177. Middle East & Africa Sports Bra Consumption Value by Country (2027-2032)
& (USD Million)

Table 178. Sports Bra Raw Material

Table 179. Key Manufacturers of Sports Bra Raw Materials

Table 180. Sports Bra Typical Distributors

Table 181. Sports Bra Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Sports Bra Picture
- Figure 2. Global Sports Bra Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Sports Bra Revenue Market Share by Type in 2025
- Figure 4. Low-Support Examples
- Figure 5. Medium-Support Examples
- Figure 6. High-Support Examples
- Figure 7. Global Sports Bra Revenue by Function, (USD Million), 2021 & 2025 & 2032
- Figure 8. Global Sports Bra Revenue Market Share by Function in 2025
- Figure 9. Basic Functionality Type Examples
- Figure 10. High-Performance Technology Type Examples
- Figure 11. Global Sports Bra Revenue by Structure, (USD Million), 2021 & 2025 & 2032
- Figure 12. Global Sports Bra Revenue Market Share by Structure in 2025
- Figure 13. Compression Type Examples
- Figure 14. Encapsulation Type Examples
- Figure 15. Combination Type Examples
- Figure 16. Global Sports Bra Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 17. Global Sports Bra Revenue Market Share by Application in 2025
- Figure 18. Online Sales Examples
- Figure 19. Offline Sales Examples
- Figure 20. Global Sports Bra Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 21. Global Sports Bra Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 22. Global Sports Bra Sales Quantity (2021-2032) & (K Units)
- Figure 23. Global Sports Bra Price (2021-2032) & (US\$/Unit)
- Figure 24. Global Sports Bra Sales Quantity Market Share by Manufacturer in 2025
- Figure 25. Global Sports Bra Revenue Market Share by Manufacturer in 2025
- Figure 26. Producer Shipments of Sports Bra by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 27. Top 3 Sports Bra Manufacturer (Revenue) Market Share in 2025
- Figure 28. Top 6 Sports Bra Manufacturer (Revenue) Market Share in 2025
- Figure 29. Global Sports Bra Sales Quantity Market Share by Region (2021-2032)
- Figure 30. Global Sports Bra Consumption Value Market Share by Region (2021-2032)
- Figure 31. North America Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 32. Europe Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 33. Asia-Pacific Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 34. South America Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 35. Middle East & Africa Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 36. Global Sports Bra Sales Quantity Market Share by Type (2021-2032)

Figure 37. Global Sports Bra Consumption Value Market Share by Type (2021-2032)

Figure 38. Global Sports Bra Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. Global Sports Bra Sales Quantity Market Share by Application (2021-2032)

Figure 40. Global Sports Bra Revenue Market Share by Application (2021-2032)

Figure 41. Global Sports Bra Average Price by Application (2021-2032) & (US\$/Unit)

Figure 42. North America Sports Bra Sales Quantity Market Share by Type (2021-2032)

Figure 43. North America Sports Bra Sales Quantity Market Share by Application (2021-2032)

Figure 44. North America Sports Bra Sales Quantity Market Share by Country (2021-2032)

Figure 45. North America Sports Bra Consumption Value Market Share by Country (2021-2032)

Figure 46. United States Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 47. Canada Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 48. Mexico Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 49. Europe Sports Bra Sales Quantity Market Share by Type (2021-2032)

Figure 50. Europe Sports Bra Sales Quantity Market Share by Application (2021-2032)

Figure 51. Europe Sports Bra Sales Quantity Market Share by Country (2021-2032)

Figure 52. Europe Sports Bra Consumption Value Market Share by Country (2021-2032)

Figure 53. Germany Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 54. France Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 55. United Kingdom Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 56. Russia Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 57. Italy Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 58. Asia-Pacific Sports Bra Sales Quantity Market Share by Type (2021-2032)

Figure 59. Asia-Pacific Sports Bra Sales Quantity Market Share by Application (2021-2032)

Figure 60. Asia-Pacific Sports Bra Sales Quantity Market Share by Region (2021-2032)

Figure 61. Asia-Pacific Sports Bra Consumption Value Market Share by Region (2021-2032)

Figure 62. China Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 63. Japan Sports Bra Consumption Value (2021-2032) & (USD Million)

Figure 64. South Korea Sports Bra Consumption Value (2021-2032) & (USD Million)

- Figure 65. India Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 66. Southeast Asia Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 67. Australia Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 68. South America Sports Bra Sales Quantity Market Share by Type (2021-2032)
- Figure 69. South America Sports Bra Sales Quantity Market Share by Application (2021-2032)
- Figure 70. South America Sports Bra Sales Quantity Market Share by Country (2021-2032)
- Figure 71. South America Sports Bra Consumption Value Market Share by Country (2021-2032)
- Figure 72. Brazil Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 73. Argentina Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 74. Middle East & Africa Sports Bra Sales Quantity Market Share by Type (2021-2032)
- Figure 75. Middle East & Africa Sports Bra Sales Quantity Market Share by Application (2021-2032)
- Figure 76. Middle East & Africa Sports Bra Sales Quantity Market Share by Country (2021-2032)
- Figure 77. Middle East & Africa Sports Bra Consumption Value Market Share by Country (2021-2032)
- Figure 78. Turkey Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 79. Egypt Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 80. Saudi Arabia Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 81. South Africa Sports Bra Consumption Value (2021-2032) & (USD Million)
- Figure 82. Sports Bra Market Drivers
- Figure 83. Sports Bra Market Restraints
- Figure 84. Sports Bra Market Trends
- Figure 85. Porters Five Forces Analysis
- Figure 86. Manufacturing Cost Structure Analysis of Sports Bra in 2025
- Figure 87. Manufacturing Process Analysis of Sports Bra
- Figure 88. Sports Bra Industrial Chain
- Figure 89. Sales Channel: Direct to End-User vs Distributors
- Figure 90. Direct Channel Pros & Cons
- Figure 91. Indirect Channel Pros & Cons
- Figure 92. Methodology
- Figure 93. Research Process and Data Source

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