

Global Underwear Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GA64B0FEFB84EN.html>

Date: July 2026

Pages: 148

Price: US\$ 4,480.00 (Single User License)

ID: GA64B0FEFB84EN

Abstracts

The global Underwear market size is expected to reach \$ 11724 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

Underwear refers to garments worn directly against the skin beneath outer clothing, primarily designed for hygiene, comfort, support, protection, and aesthetic shaping, covering categories such as bras, panties, briefs, boxers, shapewear, and undershirts for men, women, and children across daily, sports, and functional apparel applications.

Underwear industry chain consists of upstream suppliers of natural fibers such as cotton, bamboo, and wool as well as synthetic fibers including nylon, polyester, and spandex along with dyes and chemical additives, midstream manufacturers engaged in knitting, weaving, cutting, sewing, bonding, seamless molding, garment design, and quality inspection, and downstream distribution channels including lingerie brands, apparel retailers, fast fashion companies, supermarkets, department stores, e-commerce platforms, and direct-to-consumer brands, serving global consumers across men's, women's, and children's segments, with demand driven by comfort apparel trends, fashion evolution, athleisure growth, hygiene awareness, and increasing preference for functional and aesthetic intimate clothing worldwide.

Underwear industry projects under construction and planned include expansion of automated textile and garment factories in China, Vietnam, India, and Bangladesh, development of AI-driven body-fit and virtual sizing systems, investment in seamless knitting and smart textile production lines, establishment of global OEM and ODM manufacturing hubs for fast fashion and premium brands, introduction of sustainable fiber production using recycled polyester and organic cotton, expansion of direct-to-consumer underwear brands, and R&D initiatives focused on antibacterial fabrics, odor

control technology, temperature regulation materials, and ultra-soft elastic fibers, while companies also enhance global e-commerce logistics and supply chain integration networks.

Global Market Average Gross Profit Margin: 45%.

The global underwear market is a mature yet steadily growing industry driven by continuous product innovation and evolving consumer preferences. Demand is strongly supported by daily necessity consumption and frequent replacement cycles. Consumers are increasingly shifting toward comfort-oriented, breathable, and functional underwear. The rise of athleisure and lifestyle fashion has significantly influenced product design and material selection. Seamless and stretchable underwear categories are growing rapidly due to improved comfort and aesthetic benefits. E-commerce platforms have transformed distribution channels and accelerated global brand penetration. Fast fashion companies contribute significantly to high-volume sales through affordable and frequently updated collections. Sustainability trends are pushing manufacturers toward organic and recycled materials. Premium segments are expanding with focus on design, branding, and fabric innovation. The market remains highly competitive with both global brands and regional manufacturers actively competing across price and innovation dimensions.

Asia Pacific dominates global production, with China, Vietnam, Bangladesh, and India serving as major manufacturing hubs due to cost advantages and textile infrastructure. China also represents a large and rapidly growing consumer market. North America shows strong demand for premium, comfort-focused, and performance-oriented underwear products. Europe emphasizes sustainability, ethical sourcing, and high-quality fabric innovation. Latin America is an emerging market with increasing retail penetration and rising fashion awareness. The Middle East and Africa are developing regions driven by urbanization and expanding retail networks. Regional preferences vary widely, with breathable lightweight products favored in tropical climates and shaping or thermal underwear preferred in colder regions.

The market is shifting toward seamless, breathable, and ultra-soft fabric technologies. Sustainability is becoming a core trend with increasing use of recycled polyester and organic cotton. Smart textile integration for moisture control and temperature regulation is emerging. Body positivity and inclusive sizing are influencing product development. Multi-functional underwear combining comfort, shaping, and performance is growing. Direct-to-consumer and online-first brands are expanding rapidly. Minimalist design aesthetics and invisible underwear concepts are gaining popularity. Antibacterial and odor-control features are increasingly standard in mid-to-premium segments.

Automation and AI-driven design are improving production efficiency and customization capabilities.

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

This report is a detailed and comprehensive analysis of the world market for Underwear, 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 Underwear that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

Global Underwear total market by Product Form Type, CAGR, 2021-2032, (USD Million)

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

This report profiles major players in the global Underwear 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, Decathlon, Wacoal, 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 Underwear market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Product Form 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 Underwear Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Underwear Market, Segmentation by Product Form Type:

Bras

Panties

Briefs

Others

Global Underwear Market, Segmentation by Material Type:

Cotton

Nylon

Polyester

Bamboo Fiber

Others

Global Underwear Market, Segmentation by Manufacturing Type:

Seamed

Seamless

Global Underwear Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

UNIQLO

HanesBrands

Jockey

Nike

Adidas

Under Armour

Calvin Klein

Decathlon

Wacoal

Triumph International

Calida

Aimer

Ubras

Cosmo Lady

Embry Form

Bananain

NEIWAI

Huijie Group

Key Questions Answered

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

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