

# Global Women's 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 Women's Lingerie market size was valued at USD 38890 million in 2023 and is forecast to a readjusted size of USD 80780 million by 2030 with a CAGR of 11.0% during review period.

Lingerie is a category of women's clothing including at least undergarments, sleepwear and lightweight robes. The specific choice of the word often is motivated by an intention to imply the garments are alluring, fashionable or both. Lingerie is made of lightweight, stretchy, smooth, sheer or decorative fabrics such as silk, satin, Lycra, charmeuse, chiffon or (especially and traditionally) lace. These fabrics can be made of natural fibres like silk or cotton or of synthetic fibres like polyester or nylon.

Bra price has increased year after year, mainly due to the rising raw material prices and labor costs, but the demand has high growth.

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

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

## Key Features:

The report presents comprehensive understanding of the Women's 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 Women's 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 (K Units), revenue generated, and market share of different by Type (e.g., Bra, Knickers and 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 Women's Lingerie market.

**Regional Analysis:** The report involves examining the Women's 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 Women's 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 Women's Lingerie:

**Company Analysis:** Report covers individual Women's 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 Women's Lingerie This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Stores, Store Front).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Women's 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

Women's 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 and Panties

Lounge Wear

Shape Wear

Other

#### Market segment by Application

Online Stores

Store Front

## Major players covered

Hanesbrands Inc

Fruit of the Loom

Jockey International

Triumph International

Victoria's Secret

Wacoal Holdings

Uniqlo

CK

Calida

Aimer Group

Mani Form

Embry Form

Sunflora

Gracewell

Gujin

Jialishi

Farmanl

Hoplun Group

Sunny Group

Cosmo-lady

Essentie

Tiova

Venies

Oleno Group

Ordifen

Audrey

Miiow

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 Women's Lingerie product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Women's 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 Women's 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 Women's Lingerie.

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

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