

Global Women's Online Lingerie 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 Women's Online Lingerie market size was valued at US\$ 11613 million in 2025 and is forecast to a readjusted size of US\$ 17908 million by 2032 with a CAGR of 6.4% during review period.

In 2025, global production of women's online lingerie reached 627 million units, with an average selling price of \$18 per unit. Women's online lingerie typically refers to a collection of women's lingerie products traded and fulfilled through e-commerce channels (brand-owned DTC sites, comprehensive e-commerce platforms, social e-commerce/live-streaming e-commerce, cross-border e-commerce, etc.), covering bras/panties, shapewear, loungewear/sleepwear, leggings and socks, and functional lingerie (sports support, nursing, menstrual, etc.). The upstream of the industry chain mainly consists of fibers and fabrics (cotton/nylon/polyester/spandex, lace and functional fabrics, dyeing and finishing auxiliaries), accessories (shoulder straps/underwires/buckles/elastic bands/cup padding/seamless adhesive film, etc.); the midstream includes design and pattern making, sizing systems, cutting and sewing/seamless molding, quality inspection and compliance (skin contact materials, color fastness, etc.), and packaging; the downstream is e-commerce channels. Gross profit margins range from 25% to 50%.

This report is a detailed and comprehensive analysis for global Women's Online Lingerie 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 Women's Online Lingerie market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Women's Online Lingerie market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Women's Online Lingerie market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Women's Online Lingerie market shares of main players, shipments in revenue (\$ Million), sales quantity (M 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 Women's Online Lingerie

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 Women's Online Lingerie 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 PVH, Gildan, Fruit of the Loom, Aimer, Fast Retailing, Triumph Group, ShenZhen HuiJie Group, Jockey International, Wacoal Corp., Cosmo Lady, etc.

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

Market Segmentation

Women's Online Lingerie 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

Bra

Underwear

Shapewear

Others

Market segment by Material & Craftsmanship

Cotton

Lace/Nylon/Spandex

Modal

Regenerated Fiber

Eco-friendly Fabric

Others

Market segment by Application

Daily Basics

Functional Exercise

Maternity

Shaping

Home & Sleep

Others

Major players covered

PVH

Gildan

Fruit of the Loom

Aimer

Fast Retailing

Triumph Group

ShenZhen HuiJie Group

Jockey International

Wacoal Corp.

Cosmo Lady

Gunze

Embry Form

Calida Group

Guangdong Oleno Underwear Group

Vivien Vance

Miiow

Dalian Sunflora Industry

Hop Lun

BIYUE (Beijing) Technology

Hanesbrands

H&M

Hunkem?ller

Chantelle Group

La Perla

Cosabella

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 Online Lingerie product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Women's Online Lingerie, with price, sales quantity, revenue, and global market share of Women's Online Lingerie from 2021 to 2026.

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

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

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

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