

Global Women's Online Lingerie Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Women's Online Lingerie market size is expected to reach \$ 17908 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

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 studies the global Women's Online Lingerie production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Women's Online Lingerie 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 Women's Online Lingerie that

contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Women's Online Lingerie total production and demand, 2021-2032, (M Units)

Global Women's Online Lingerie total production value, 2021-2032, (USD Million)

Global Women's Online Lingerie production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Women's Online Lingerie consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: Women's Online Lingerie domestic production, consumption, key domestic manufacturers and share

Global Women's Online Lingerie production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Women's Online Lingerie production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Women's Online Lingerie production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Women's Online Lingerie market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Women's Online Lingerie market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. 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 Women's Online Lingerie Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Women's Online Lingerie Market, Segmentation by Type:

Bra

Underwear

Shapewear

Others

Global Women's Online Lingerie Market, Segmentation by Material & Craftsmanship:

Cotton

Lace/Nylon/Spandex

Modal

Regenerated Fiber

Eco-friendly Fabric

Others

Global Women's Online Lingerie Market, Segmentation by Application:

Daily Basics

Functional Exercise

Maternity

Shaping

Home & Sleep

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Women's Online Lingerie market?
2. What is the demand of the global Women's Online Lingerie market?
3. What is the year over year growth of the global Women's Online Lingerie market?
4. What is the production and production value of the global Women's Online Lingerie market?
5. Who are the key producers in the global Women's Online Lingerie market?
6. What are the growth factors driving the market demand?

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