

Global Women's Sports Bra Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Women's Sports Bra market size is expected to reach \$ 14605 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

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

The growth of the women's 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, enhancing athletic performance, and boosting both comfort and 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 innovation, size inclusivity, and design aesthetics. Furthermore, the integration of sustainability principles, a growing emphasis on 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 the sports bra from a basic functional item into a high-growth consumer category that seamlessly blends health, technology, fashion, and self-expression.

This report studies the global Women's Sports Bra production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Women's Sports Bra 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 Sports Bra that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Women's Sports Bra total production and demand, 2021-2032, (K Units)

Global Women's Sports Bra total production value, 2021-2032, (USD Million)

Global Women's Sports Bra production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Women's Sports Bra consumption by region & country, CAGR, 2021-2032 & (K Units)

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

Global Women's Sports Bra production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Women's Sports Bra production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Women's Sports Bra production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Women's Sports Bra 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 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.

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

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Sports Bra Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Women's Sports Bra Market, Segmentation by Type:

Low-Support

Medium-Support

High-Support

Global Women's Sports Bra Market, Segmentation by Function:

Basic Functionality Type

High-Performance Technology Type

Global Women's Sports Bra Market, Segmentation by Structure:

Compression Type

Encapsulation Type

Combination Type

Global Women's Sports Bra Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

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

Key Questions Answered:

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

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