

# Global Women's Underwear 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 Underwear market size was valued at USD 38570 million in 2023 and is forecast to a readjusted size of USD 67170 million by 2030 with a CAGR of 8.2% during review period.

Global top five manufacturers of Women's Underwear occupied for a share over 20 percent, key players are Victoria's Secret, Triumph International, Hanes Brands, Fruit of Loom and Nike, etc. China is the largest producer, has a share about 35%, followed by Europe and North America.

The Global Info Research report includes an overview of the development of the Women's Underwear industry chain, the market status of Shopping Mall/Department Store (Ordinary Underwear, Nursing Underwear), Specialty Store (Ordinary Underwear, Nursing Underwear), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Women's Underwear.

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

#### **Key Features:**

The report presents comprehensive understanding of the Women's Underwear 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 Underwear 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 (M Units), revenue generated, and market share of different by Type (e.g., Ordinary Underwear, Nursing Underwear).

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 Underwear market.

Regional Analysis: The report involves examining the Women's Underwear 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 Underwear 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 Underwear:

Company Analysis: Report covers individual Women's Underwear 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 Underwear This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Distribution Channel (Shopping Mall/Department Store, Specialty Store).

Technology Analysis: Report covers specific technologies relevant to Women's Underwear. It assesses the current state, advancements, and potential future



developments in Women's Underwear areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Women's Underwear 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 Underwear market is split by Type and by Distribution Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Distribution Channel in terms of volume and value.

Market segment by Type

Ordinary Underwear

Nursing Underwear

Body Beauty Underwear

Shape Underwear

Sports Underwear

Other

Market segment by Distribution Channel

Shopping Mall/Department Store

Specialty Store

Supermarket



Online Sales		
Major players covered		
Victoria's Secret		
Triumph International		
Hanes Brands		
Fruit of Loom		
Nike		
American EagleOutfitters		
Fast Retailing		
Wacoal		
Adidas		
Marks & Spencer		
Lululemon Athletica		
Jockey		
PVH		
Delta Galil		
Ubras		
Cosmo Lady		

Huijie (Maniform Lingerie)



	Aimer		
	Embrygroup		
	Page Industries		
	Gunze		
	Gujin		
	Wolf Lingerie		
	Lise Charmel		
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 cor	ntent of the study subjects, includes a total of 15 chapters:		
Chapter 1, to describe Women's Underwear product scope, market overview, market estimation caveats and base year.			
Chapter 2, to profile the top manufacturers of Women's Underwear, with price, sales,			

revenue and global market share of Women's Underwear from 2019 to 2024.

Chapter 3, the Women's Underwear competitive situation, sales quantity, revenue and



global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Women's Underwear 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 distribution channel, with sales market share and growth rate by type, distribution channel, 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 Underwear market forecast, by regions, type and distribution channel, 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 Underwear.

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



# **Contents**

#### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Women's Underwear
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Women's Underwear Consumption Value by Type: 2019

#### Versus 2023 Versus 2030

- 1.3.2 Ordinary Underwear
- 1.3.3 Nursing Underwear
- 1.3.4 Body Beauty Underwear
- 1.3.5 Shape Underwear
- 1.3.6 Sports Underwear
- 1.3.7 Other
- 1.4 Market Analysis by Distribution Channel
  - 1.4.1 Overview: Global Women's Underwear Consumption Value by Distribution

#### Channel: 2019 Versus 2023 Versus 2030

- 1.4.2 Shopping Mall/Department Store
- 1.4.3 Specialty Store
- 1.4.4 Supermarket
- 1.4.5 Online Sales
- 1.5 Global Women's Underwear Market Size & Forecast
  - 1.5.1 Global Women's Underwear Consumption Value (2019 & 2023 & 2030)
- 1.5.2 Global Women's Underwear Sales Quantity (2019-2030)
- 1.5.3 Global Women's Underwear Average Price (2019-2030)

#### **2 MANUFACTURERS PROFILES**

- 2.1 Victoria's Secret
  - 2.1.1 Victoria's Secret Details
  - 2.1.2 Victoria's Secret Major Business
  - 2.1.3 Victoria's Secret Women's Underwear Product and Services
  - 2.1.4 Victoria's Secret Women's Underwear Sales Quantity, Average Price, Revenue,

# Gross Margin and Market Share (2019-2024)

- 2.1.5 Victoria's Secret Recent Developments/Updates
- 2.2 Triumph International
  - 2.2.1 Triumph International Details
  - 2.2.2 Triumph International Major Business



- 2.2.3 Triumph International Women's Underwear Product and Services
- 2.2.4 Triumph International Women's Underwear Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

- 2.2.5 Triumph International Recent Developments/Updates
- 2.3 Hanes Brands
  - 2.3.1 Hanes Brands Details
  - 2.3.2 Hanes Brands Major Business
  - 2.3.3 Hanes Brands Women's Underwear Product and Services
  - 2.3.4 Hanes Brands Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.3.5 Hanes Brands Recent Developments/Updates
- 2.4 Fruit of Loom
  - 2.4.1 Fruit of Loom Details
  - 2.4.2 Fruit of Loom Major Business
  - 2.4.3 Fruit of Loom Women's Underwear Product and Services
  - 2.4.4 Fruit of Loom Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.4.5 Fruit of Loom Recent Developments/Updates
- 2.5 Nike
  - 2.5.1 Nike Details
  - 2.5.2 Nike Major Business
  - 2.5.3 Nike Women's Underwear Product and Services
  - 2.5.4 Nike Women's Underwear Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2019-2024)

- 2.5.5 Nike Recent Developments/Updates
- 2.6 American EagleOutfitters
  - 2.6.1 American EagleOutfitters Details
  - 2.6.2 American EagleOutfitters Major Business
  - 2.6.3 American EagleOutfitters Women's Underwear Product and Services
- 2.6.4 American EagleOutfitters Women's Underwear Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

- 2.6.5 American EagleOutfitters Recent Developments/Updates
- 2.7 Fast Retailing
  - 2.7.1 Fast Retailing Details
  - 2.7.2 Fast Retailing Major Business
  - 2.7.3 Fast Retailing Women's Underwear Product and Services
  - 2.7.4 Fast Retailing Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

2.7.5 Fast Retailing Recent Developments/Updates



- 2.8 Wacoal
  - 2.8.1 Wacoal Details
  - 2.8.2 Wacoal Major Business
  - 2.8.3 Wacoal Women's Underwear Product and Services
- 2.8.4 Wacoal Women's Underwear Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Wacoal Recent Developments/Updates
- 2.9 Adidas
  - 2.9.1 Adidas Details
  - 2.9.2 Adidas Major Business
  - 2.9.3 Adidas Women's Underwear Product and Services
- 2.9.4 Adidas Women's Underwear Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Adidas Recent Developments/Updates
- 2.10 Marks & Spencer
  - 2.10.1 Marks & Spencer Details
  - 2.10.2 Marks & Spencer Major Business
  - 2.10.3 Marks & Spencer Women's Underwear Product and Services
  - 2.10.4 Marks & Spencer Women's Underwear Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

- 2.10.5 Marks & Spencer Recent Developments/Updates
- 2.11 Lululemon Athletica
  - 2.11.1 Lululemon Athletica Details
  - 2.11.2 Lululemon Athletica Major Business
  - 2.11.3 Lululemon Athletica Women's Underwear Product and Services
  - 2.11.4 Lululemon Athletica Women's Underwear Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

- 2.11.5 Lululemon Athletica Recent Developments/Updates
- 2.12 Jockey
  - 2.12.1 Jockey Details
  - 2.12.2 Jockey Major Business
  - 2.12.3 Jockey Women's Underwear Product and Services
- 2.12.4 Jockey Women's Underwear Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.12.5 Jockey Recent Developments/Updates
- 2.13 PVH
  - 2.13.1 PVH Details
  - 2.13.2 PVH Major Business
  - 2.13.3 PVH Women's Underwear Product and Services



- 2.13.4 PVH Women's Underwear Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.13.5 PVH Recent Developments/Updates
- 2.14 Delta Galil
  - 2.14.1 Delta Galil Details
  - 2.14.2 Delta Galil Major Business
  - 2.14.3 Delta Galil Women's Underwear Product and Services
- 2.14.4 Delta Galil Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.14.5 Delta Galil Recent Developments/Updates
- 2.15 Ubras
  - 2.15.1 Ubras Details
  - 2.15.2 Ubras Major Business
  - 2.15.3 Ubras Women's Underwear Product and Services
- 2.15.4 Ubras Women's Underwear Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.15.5 Ubras Recent Developments/Updates
- 2.16 Cosmo Lady
  - 2.16.1 Cosmo Lady Details
  - 2.16.2 Cosmo Lady Major Business
  - 2.16.3 Cosmo Lady Women's Underwear Product and Services
  - 2.16.4 Cosmo Lady Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.16.5 Cosmo Lady Recent Developments/Updates
- 2.17 Huijie (Maniform Lingerie)
  - 2.17.1 Huijie (Maniform Lingerie) Details
  - 2.17.2 Huijie (Maniform Lingerie) Major Business
  - 2.17.3 Huijie (Maniform Lingerie) Women's Underwear Product and Services
- 2.17.4 Huijie (Maniform Lingerie) Women's Underwear Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

- 2.17.5 Huijie (Maniform Lingerie) Recent Developments/Updates
- 2.18 Aimer
  - 2.18.1 Aimer Details
  - 2.18.2 Aimer Major Business
  - 2.18.3 Aimer Women's Underwear Product and Services
  - 2.18.4 Aimer Women's Underwear Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2019-2024)

- 2.18.5 Aimer Recent Developments/Updates
- 2.19 Embrygroup



- 2.19.1 Embrygroup Details
- 2.19.2 Embrygroup Major Business
- 2.19.3 Embrygroup Women's Underwear Product and Services
- 2.19.4 Embrygroup Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.19.5 Embrygroup Recent Developments/Updates
- 2.20 Page Industries
  - 2.20.1 Page Industries Details
  - 2.20.2 Page Industries Major Business
  - 2.20.3 Page Industries Women's Underwear Product and Services
- 2.20.4 Page Industries Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.20.5 Page Industries Recent Developments/Updates
- 2.21 Gunze
  - 2.21.1 Gunze Details
  - 2.21.2 Gunze Major Business
  - 2.21.3 Gunze Women's Underwear Product and Services
- 2.21.4 Gunze Women's Underwear Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2019-2024)

- 2.21.5 Gunze Recent Developments/Updates
- 2.22 Gujin
  - 2.22.1 Gujin Details
  - 2.22.2 Gujin Major Business
  - 2.22.3 Gujin Women's Underwear Product and Services
- 2.22.4 Gujin Women's Underwear Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2019-2024)

- 2.22.5 Gujin Recent Developments/Updates
- 2.23 Wolf Lingerie
  - 2.23.1 Wolf Lingerie Details
  - 2.23.2 Wolf Lingerie Major Business
  - 2.23.3 Wolf Lingerie Women's Underwear Product and Services
  - 2.23.4 Wolf Lingerie Women's Underwear Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

- 2.23.5 Wolf Lingerie Recent Developments/Updates
- 2.24 Lise Charmel
  - 2.24.1 Lise Charmel Details
  - 2.24.2 Lise Charmel Major Business
  - 2.24.3 Lise Charmel Women's Underwear Product and Services
  - 2.24.4 Lise Charmel Women's Underwear Sales Quantity, Average Price, Revenue,



Gross Margin and Market Share (2019-2024)

2.24.5 Lise Charmel Recent Developments/Updates

#### 3 COMPETITIVE ENVIRONMENT: WOMEN'S UNDERWEAR BY MANUFACTURER

- 3.1 Global Women's Underwear Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Women's Underwear Revenue by Manufacturer (2019-2024)
- 3.3 Global Women's Underwear Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
- 3.4.1 Producer Shipments of Women's Underwear by Manufacturer Revenue (\$MM) and Market Share (%): 2023
  - 3.4.2 Top 3 Women's Underwear Manufacturer Market Share in 2023
- 3.4.2 Top 6 Women's Underwear Manufacturer Market Share in 2023
- 3.5 Women's Underwear Market: Overall Company Footprint Analysis
  - 3.5.1 Women's Underwear Market: Region Footprint
  - 3.5.2 Women's Underwear Market: Company Product Type Footprint
  - 3.5.3 Women's Underwear Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

#### **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Women's Underwear Market Size by Region
- 4.1.1 Global Women's Underwear Sales Quantity by Region (2019-2030)
- 4.1.2 Global Women's Underwear Consumption Value by Region (2019-2030)
- 4.1.3 Global Women's Underwear Average Price by Region (2019-2030)
- 4.2 North America Women's Underwear Consumption Value (2019-2030)
- 4.3 Europe Women's Underwear Consumption Value (2019-2030)
- 4.4 Asia-Pacific Women's Underwear Consumption Value (2019-2030)
- 4.5 South America Women's Underwear Consumption Value (2019-2030)
- 4.6 Middle East and Africa Women's Underwear Consumption Value (2019-2030)

#### **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Women's Underwear Sales Quantity by Type (2019-2030)
- 5.2 Global Women's Underwear Consumption Value by Type (2019-2030)
- 5.3 Global Women's Underwear Average Price by Type (2019-2030)

#### 6 MARKET SEGMENT BY DISTRIBUTION CHANNEL



- 6.1 Global Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 6.2 Global Women's Underwear Consumption Value by Distribution Channel (2019-2030)
- 6.3 Global Women's Underwear Average Price by Distribution Channel (2019-2030)

#### 7 NORTH AMERICA

- 7.1 North America Women's Underwear Sales Quantity by Type (2019-2030)
- 7.2 North America Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 7.3 North America Women's Underwear Market Size by Country
- 7.3.1 North America Women's Underwear Sales Quantity by Country (2019-2030)
- 7.3.2 North America Women's Underwear Consumption Value by Country (2019-2030)
- 7.3.3 United States Market Size and Forecast (2019-2030)
- 7.3.4 Canada Market Size and Forecast (2019-2030)
- 7.3.5 Mexico Market Size and Forecast (2019-2030)

#### **8 EUROPE**

- 8.1 Europe Women's Underwear Sales Quantity by Type (2019-2030)
- 8.2 Europe Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 8.3 Europe Women's Underwear Market Size by Country
  - 8.3.1 Europe Women's Underwear Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Women's Underwear Consumption Value by Country (2019-2030)
  - 8.3.3 Germany Market Size and Forecast (2019-2030)
  - 8.3.4 France Market Size and Forecast (2019-2030)
- 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
- 8.3.6 Russia Market Size and Forecast (2019-2030)
- 8.3.7 Italy Market Size and Forecast (2019-2030)

#### 9 ASIA-PACIFIC

- 9.1 Asia-Pacific Women's Underwear Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 9.3 Asia-Pacific Women's Underwear Market Size by Region
- 9.3.1 Asia-Pacific Women's Underwear Sales Quantity by Region (2019-2030)
- 9.3.2 Asia-Pacific Women's Underwear Consumption Value by Region (2019-2030)



- 9.3.3 China Market Size and Forecast (2019-2030)
- 9.3.4 Japan Market Size and Forecast (2019-2030)
- 9.3.5 Korea Market Size and Forecast (2019-2030)
- 9.3.6 India Market Size and Forecast (2019-2030)
- 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
- 9.3.8 Australia Market Size and Forecast (2019-2030)

#### **10 SOUTH AMERICA**

- 10.1 South America Women's Underwear Sales Quantity by Type (2019-2030)
- 10.2 South America Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 10.3 South America Women's Underwear Market Size by Country
  - 10.3.1 South America Women's Underwear Sales Quantity by Country (2019-2030)
- 10.3.2 South America Women's Underwear Consumption Value by Country (2019-2030)
  - 10.3.3 Brazil Market Size and Forecast (2019-2030)
  - 10.3.4 Argentina Market Size and Forecast (2019-2030)

#### 11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Women's Underwear Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Women's Underwear Sales Quantity by Distribution Channel (2019-2030)
- 11.3 Middle East & Africa Women's Underwear Market Size by Country
- 11.3.1 Middle East & Africa Women's Underwear Sales Quantity by Country (2019-2030)
- 11.3.2 Middle East & Africa Women's Underwear Consumption Value by Country (2019-2030)
  - 11.3.3 Turkey Market Size and Forecast (2019-2030)
  - 11.3.4 Egypt Market Size and Forecast (2019-2030)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
  - 11.3.6 South Africa Market Size and Forecast (2019-2030)

# 12 MARKET DYNAMICS

- 12.1 Women's Underwear Market Drivers
- 12.2 Women's Underwear Market Restraints
- 12.3 Women's Underwear Trends Analysis



- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

#### 13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Women's Underwear and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Women's Underwear
- 13.3 Women's Underwear Production Process
- 13.4 Women's Underwear Industrial Chain

#### 14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Women's Underwear Typical Distributors
- 14.3 Women's Underwear Typical Customers

#### 15 RESEARCH FINDINGS AND CONCLUSION

#### **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer



# **List Of Tables**

## **LIST OF TABLES**

- Table 1. Global Women's Underwear Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
- Table 2. Global Women's Underwear Consumption Value by Distribution Channel, (USD Million), 2019 & 2023 & 2030
- Table 3. Victoria's Secret Basic Information, Manufacturing Base and Competitors
- Table 4. Victoria's Secret Major Business
- Table 5. Victoria's Secret Women's Underwear Product and Services
- Table 6. Victoria's Secret Women's Underwear Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 7. Victoria's Secret Recent Developments/Updates
- Table 8. Triumph International Basic Information, Manufacturing Base and Competitors
- Table 9. Triumph International Major Business
- Table 10. Triumph International Women's Underwear Product and Services
- Table 11. Triumph International Women's Underwear Sales Quantity (M Units), Average
- Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 12. Triumph International Recent Developments/Updates
- Table 13. Hanes Brands Basic Information, Manufacturing Base and Competitors
- Table 14. Hanes Brands Major Business
- Table 15. Hanes Brands Women's Underwear Product and Services
- Table 16. Hanes Brands Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 17. Hanes Brands Recent Developments/Updates
- Table 18. Fruit of Loom Basic Information, Manufacturing Base and Competitors
- Table 19. Fruit of Loom Major Business
- Table 20. Fruit of Loom Women's Underwear Product and Services
- Table 21. Fruit of Loom Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 22. Fruit of Loom Recent Developments/Updates
- Table 23. Nike Basic Information, Manufacturing Base and Competitors
- Table 24. Nike Major Business
- Table 25. Nike Women's Underwear Product and Services
- Table 26. Nike Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 27. Nike Recent Developments/Updates
- Table 28. American EagleOutfitters Basic Information, Manufacturing Base and



### Competitors

- Table 29. American EagleOutfitters Major Business
- Table 30. American EagleOutfitters Women's Underwear Product and Services
- Table 31. American EagleOutfitters Women's Underwear Sales Quantity (M Units),
- Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. American EagleOutfitters Recent Developments/Updates
- Table 33. Fast Retailing Basic Information, Manufacturing Base and Competitors
- Table 34. Fast Retailing Major Business
- Table 35. Fast Retailing Women's Underwear Product and Services
- Table 36. Fast Retailing Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Fast Retailing Recent Developments/Updates
- Table 38. Wacoal Basic Information, Manufacturing Base and Competitors
- Table 39. Wacoal Major Business
- Table 40. Wacoal Women's Underwear Product and Services
- Table 41. Wacoal Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 42. Wacoal Recent Developments/Updates
- Table 43. Adidas Basic Information, Manufacturing Base and Competitors
- Table 44. Adidas Major Business
- Table 45. Adidas Women's Underwear Product and Services
- Table 46. Adidas Women's Underwear Sales Quantity (M Units), Average Price
- (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 47. Adidas Recent Developments/Updates
- Table 48. Marks & Spencer Basic Information, Manufacturing Base and Competitors
- Table 49. Marks & Spencer Major Business
- Table 50. Marks & Spencer Women's Underwear Product and Services
- Table 51. Marks & Spencer Women's Underwear Sales Quantity (M Units), Average
- Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 52. Marks & Spencer Recent Developments/Updates
- Table 53. Lululemon Athletica Basic Information, Manufacturing Base and Competitors
- Table 54. Lululemon Athletica Major Business
- Table 55. Lululemon Athletica Women's Underwear Product and Services
- Table 56. Lululemon Athletica Women's Underwear Sales Quantity (M Units), Average
- Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 57. Lululemon Athletica Recent Developments/Updates
- Table 58. Jockey Basic Information, Manufacturing Base and Competitors
- Table 59. Jockey Major Business



Table 60. Jockey Women's Underwear Product and Services

Table 61. Jockey Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. Jockey Recent Developments/Updates

Table 63. PVH Basic Information, Manufacturing Base and Competitors

Table 64. PVH Major Business

Table 65. PVH Women's Underwear Product and Services

Table 66. PVH Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. PVH Recent Developments/Updates

Table 68. Delta Galil Basic Information, Manufacturing Base and Competitors

Table 69. Delta Galil Major Business

Table 70. Delta Galil Women's Underwear Product and Services

Table 71. Delta Galil Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. Delta Galil Recent Developments/Updates

Table 73. Ubras Basic Information, Manufacturing Base and Competitors

Table 74. Ubras Major Business

Table 75. Ubras Women's Underwear Product and Services

Table 76. Ubras Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. Ubras Recent Developments/Updates

Table 78. Cosmo Lady Basic Information, Manufacturing Base and Competitors

Table 79. Cosmo Lady Major Business

Table 80. Cosmo Lady Women's Underwear Product and Services

Table 81. Cosmo Lady Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 82. Cosmo Lady Recent Developments/Updates

Table 83. Huijie (Maniform Lingerie) Basic Information, Manufacturing Base and Competitors

Table 84. Huijie (Maniform Lingerie) Major Business

Table 85. Huijie (Maniform Lingerie) Women's Underwear Product and Services

Table 86. Huijie (Maniform Lingerie) Women's Underwear Sales Quantity (M Units),

Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 87. Huijie (Maniform Lingerie) Recent Developments/Updates

Table 88. Aimer Basic Information, Manufacturing Base and Competitors

Table 89. Aimer Major Business

Table 90. Aimer Women's Underwear Product and Services



Table 91. Aimer Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. Aimer Recent Developments/Updates

Table 93. Embrygroup Basic Information, Manufacturing Base and Competitors

Table 94. Embrygroup Major Business

Table 95. Embrygroup Women's Underwear Product and Services

Table 96. Embrygroup Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 97. Embrygroup Recent Developments/Updates

Table 98. Page Industries Basic Information, Manufacturing Base and Competitors

Table 99. Page Industries Major Business

Table 100. Page Industries Women's Underwear Product and Services

Table 101. Page Industries Women's Underwear Sales Quantity (M Units), Average

Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 102. Page Industries Recent Developments/Updates

Table 103. Gunze Basic Information, Manufacturing Base and Competitors

Table 104. Gunze Major Business

Table 105. Gunze Women's Underwear Product and Services

Table 106. Gunze Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 107. Gunze Recent Developments/Updates

Table 108. Gujin Basic Information, Manufacturing Base and Competitors

Table 109. Gujin Major Business

Table 110. Gujin Women's Underwear Product and Services

Table 111. Gujin Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 112. Gujin Recent Developments/Updates

Table 113. Wolf Lingerie Basic Information, Manufacturing Base and Competitors

Table 114. Wolf Lingerie Major Business

Table 115. Wolf Lingerie Women's Underwear Product and Services

Table 116. Wolf Lingerie Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 117. Wolf Lingerie Recent Developments/Updates

Table 118. Lise Charmel Basic Information, Manufacturing Base and Competitors

Table 119. Lise Charmel Major Business

Table 120. Lise Charmel Women's Underwear Product and Services

Table 121. Lise Charmel Women's Underwear Sales Quantity (M Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 122. Lise Charmel Recent Developments/Updates



- Table 123. Global Women's Underwear Sales Quantity by Manufacturer (2019-2024) & (M Units)
- Table 124. Global Women's Underwear Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 125. Global Women's Underwear Average Price by Manufacturer (2019-2024) & (US\$/Unit)
- Table 126. Market Position of Manufacturers in Women's Underwear, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 127. Head Office and Women's Underwear Production Site of Key Manufacturer
- Table 128. Women's Underwear Market: Company Product Type Footprint
- Table 129. Women's Underwear Market: Company Product Application Footprint
- Table 130. Women's Underwear New Market Entrants and Barriers to Market Entry
- Table 131. Women's Underwear Mergers, Acquisition, Agreements, and Collaborations
- Table 132. Global Women's Underwear Sales Quantity by Region (2019-2024) & (M Units)
- Table 133. Global Women's Underwear Sales Quantity by Region (2025-2030) & (M Units)
- Table 134. Global Women's Underwear Consumption Value by Region (2019-2024) & (USD Million)
- Table 135. Global Women's Underwear Consumption Value by Region (2025-2030) & (USD Million)
- Table 136. Global Women's Underwear Average Price by Region (2019-2024) & (US\$/Unit)
- Table 137. Global Women's Underwear Average Price by Region (2025-2030) & (US\$/Unit)
- Table 138. Global Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)
- Table 139. Global Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)
- Table 140. Global Women's Underwear Consumption Value by Type (2019-2024) & (USD Million)
- Table 141. Global Women's Underwear Consumption Value by Type (2025-2030) & (USD Million)
- Table 142. Global Women's Underwear Average Price by Type (2019-2024) & (US\$/Unit)
- Table 143. Global Women's Underwear Average Price by Type (2025-2030) & (US\$/Unit)
- Table 144. Global Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)



Table 145. Global Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 146. Global Women's Underwear Consumption Value by Distribution Channel (2019-2024) & (USD Million)

Table 147. Global Women's Underwear Consumption Value by Distribution Channel (2025-2030) & (USD Million)

Table 148. Global Women's Underwear Average Price by Distribution Channel (2019-2024) & (US\$/Unit)

Table 149. Global Women's Underwear Average Price by Distribution Channel (2025-2030) & (US\$/Unit)

Table 150. North America Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)

Table 151. North America Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)

Table 152. North America Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)

Table 153. North America Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 154. North America Women's Underwear Sales Quantity by Country (2019-2024) & (M Units)

Table 155. North America Women's Underwear Sales Quantity by Country (2025-2030) & (M Units)

Table 156. North America Women's Underwear Consumption Value by Country (2019-2024) & (USD Million)

Table 157. North America Women's Underwear Consumption Value by Country (2025-2030) & (USD Million)

Table 158. Europe Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)

Table 159. Europe Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)

Table 160. Europe Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)

Table 161. Europe Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 162. Europe Women's Underwear Sales Quantity by Country (2019-2024) & (M Units)

Table 163. Europe Women's Underwear Sales Quantity by Country (2025-2030) & (M Units)

Table 164. Europe Women's Underwear Consumption Value by Country (2019-2024) &



(USD Million)

Table 165. Europe Women's Underwear Consumption Value by Country (2025-2030) & (USD Million)

Table 166. Asia-Pacific Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)

Table 167. Asia-Pacific Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)

Table 168. Asia-Pacific Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)

Table 169. Asia-Pacific Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 170. Asia-Pacific Women's Underwear Sales Quantity by Region (2019-2024) & (M Units)

Table 171. Asia-Pacific Women's Underwear Sales Quantity by Region (2025-2030) & (M Units)

Table 172. Asia-Pacific Women's Underwear Consumption Value by Region (2019-2024) & (USD Million)

Table 173. Asia-Pacific Women's Underwear Consumption Value by Region (2025-2030) & (USD Million)

Table 174. South America Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)

Table 175. South America Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)

Table 176. South America Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)

Table 177. South America Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 178. South America Women's Underwear Sales Quantity by Country (2019-2024) & (M Units)

Table 179. South America Women's Underwear Sales Quantity by Country (2025-2030) & (M Units)

Table 180. South America Women's Underwear Consumption Value by Country (2019-2024) & (USD Million)

Table 181. South America Women's Underwear Consumption Value by Country (2025-2030) & (USD Million)

Table 182. Middle East & Africa Women's Underwear Sales Quantity by Type (2019-2024) & (M Units)

Table 183. Middle East & Africa Women's Underwear Sales Quantity by Type (2025-2030) & (M Units)



Table 184. Middle East & Africa Women's Underwear Sales Quantity by Distribution Channel (2019-2024) & (M Units)

Table 185. Middle East & Africa Women's Underwear Sales Quantity by Distribution Channel (2025-2030) & (M Units)

Table 186. Middle East & Africa Women's Underwear Sales Quantity by Region (2019-2024) & (M Units)

Table 187. Middle East & Africa Women's Underwear Sales Quantity by Region (2025-2030) & (M Units)

Table 188. Middle East & Africa Women's Underwear Consumption Value by Region (2019-2024) & (USD Million)

Table 189. Middle East & Africa Women's Underwear Consumption Value by Region (2025-2030) & (USD Million)

Table 190. Women's Underwear Raw Material

Table 191. Key Manufacturers of Women's Underwear Raw Materials

Table 192. Women's Underwear Typical Distributors

Table 193. Women's Underwear Typical Customers



# **List Of Figures**

## **LIST OF FIGURES**

- Figure 1. Women's Underwear Picture
- Figure 2. Global Women's Underwear Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
- Figure 3. Global Women's Underwear Consumption Value Market Share by Type in 2023
- Figure 4. Ordinary Underwear Examples
- Figure 5. Nursing Underwear Examples
- Figure 6. Body Beauty Underwear Examples
- Figure 7. Shape Underwear Examples
- Figure 8. Sports Underwear Examples
- Figure 9. Other Examples
- Figure 10. Global Women's Underwear Consumption Value by Distribution Channel, (USD Million), 2019 & 2023 & 2030
- Figure 11. Global Women's Underwear Consumption Value Market Share by

Distribution Channel in 2023

- Figure 12. Shopping Mall/Department Store Examples
- Figure 13. Specialty Store Examples
- Figure 14. Supermarket Examples
- Figure 15. Online Sales Examples
- Figure 16. Global Women's Underwear Consumption Value, (USD Million): 2019 & 2023 & 2030
- Figure 17. Global Women's Underwear Consumption Value and Forecast (2019-2030) & (USD Million)
- Figure 18. Global Women's Underwear Sales Quantity (2019-2030) & (M Units)
- Figure 19. Global Women's Underwear Average Price (2019-2030) & (US\$/Unit)
- Figure 20. Global Women's Underwear Sales Quantity Market Share by Manufacturer in 2023
- Figure 21. Global Women's Underwear Consumption Value Market Share by Manufacturer in 2023
- Figure 22. Producer Shipments of Women's Underwear by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023
- Figure 23. Top 3 Women's Underwear Manufacturer (Consumption Value) Market Share in 2023
- Figure 24. Top 6 Women's Underwear Manufacturer (Consumption Value) Market Share in 2023



Figure 25. Global Women's Underwear Sales Quantity Market Share by Region (2019-2030)

Figure 26. Global Women's Underwear Consumption Value Market Share by Region (2019-2030)

Figure 27. North America Women's Underwear Consumption Value (2019-2030) & (USD Million)

Figure 28. Europe Women's Underwear Consumption Value (2019-2030) & (USD Million)

Figure 29. Asia-Pacific Women's Underwear Consumption Value (2019-2030) & (USD Million)

Figure 30. South America Women's Underwear Consumption Value (2019-2030) & (USD Million)

Figure 31. Middle East & Africa Women's Underwear Consumption Value (2019-2030) & (USD Million)

Figure 32. Global Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 33. Global Women's Underwear Consumption Value Market Share by Type (2019-2030)

Figure 34. Global Women's Underwear Average Price by Type (2019-2030) & (US\$/Unit)

Figure 35. Global Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 36. Global Women's Underwear Consumption Value Market Share by Distribution Channel (2019-2030)

Figure 37. Global Women's Underwear Average Price by Distribution Channel (2019-2030) & (US\$/Unit)

Figure 38. North America Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 39. North America Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 40. North America Women's Underwear Sales Quantity Market Share by Country (2019-2030)

Figure 41. North America Women's Underwear Consumption Value Market Share by Country (2019-2030)

Figure 42. United States Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 43. Canada Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 44. Mexico Women's Underwear Consumption Value and Growth Rate



(2019-2030) & (USD Million)

Figure 45. Europe Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 46. Europe Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 47. Europe Women's Underwear Sales Quantity Market Share by Country (2019-2030)

Figure 48. Europe Women's Underwear Consumption Value Market Share by Country (2019-2030)

Figure 49. Germany Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. France Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 51. United Kingdom Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 52. Russia Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 53. Italy Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 54. Asia-Pacific Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 55. Asia-Pacific Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 56. Asia-Pacific Women's Underwear Sales Quantity Market Share by Region (2019-2030)

Figure 57. Asia-Pacific Women's Underwear Consumption Value Market Share by Region (2019-2030)

Figure 58. China Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. Japan Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. Korea Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 61. India Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 62. Southeast Asia Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 63. Australia Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)



Figure 64. South America Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 65. South America Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 66. South America Women's Underwear Sales Quantity Market Share by Country (2019-2030)

Figure 67. South America Women's Underwear Consumption Value Market Share by Country (2019-2030)

Figure 68. Brazil Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 69. Argentina Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 70. Middle East & Africa Women's Underwear Sales Quantity Market Share by Type (2019-2030)

Figure 71. Middle East & Africa Women's Underwear Sales Quantity Market Share by Distribution Channel (2019-2030)

Figure 72. Middle East & Africa Women's Underwear Sales Quantity Market Share by Region (2019-2030)

Figure 73. Middle East & Africa Women's Underwear Consumption Value Market Share by Region (2019-2030)

Figure 74. Turkey Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 75. Egypt Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 76. Saudi Arabia Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 77. South Africa Women's Underwear Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 78. Women's Underwear Market Drivers

Figure 79. Women's Underwear Market Restraints

Figure 80. Women's Underwear Market Trends

Figure 81. Porters Five Forces Analysis

Figure 82. Manufacturing Cost Structure Analysis of Women's Underwear in 2023

Figure 83. Manufacturing Process Analysis of Women's Underwear

Figure 84. Women's Underwear Industrial Chain

Figure 85. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 86. Direct Channel Pros & Cons

Figure 87. Indirect Channel Pros & Cons

Figure 88. Methodology



Figure 89. Research Process and Data Source



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