

Global Workout Underwear Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Workout Underwear market size is expected to reach \$ 10949 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

Workout underwear refers to close-fitting undergarments specifically designed for fitness, training, or light daily activities, emphasizing functionality, comfort, and suitability for movement. In 2025, global Workout Underwear production reached approximately 973 million units, with an average global market price of around 8.5 US\$/Unit. The production capacity of Workout Underwear reaches 1300 million units, and the industry's gross profit margin is approximately between 30% and 50%.

The growth of the workout underwear sector is primarily driven by the widespread popularity of fitness culture, the rise of the athleisure trend, consumers' heightened demands for functionality and comfort in intimate apparel, and the deepening embrace of sustainable consumption philosophies. As demand increases for 'barely-there' comfort, anti-chafing properties, moisture-wicking and quick-drying capabilities, and antimicrobial features?whether during running, strength training, yoga, or daily commuting?traditional cotton underwear is increasingly unable to meet the diverse needs of these various scenarios. This has compelled brands to develop specialized products by incorporating high-performance elastic fibers, seamless construction techniques, and ergonomic tailoring. Concurrently, the promotion of active lifestyles on social media has intensified user focus on base-layer apparel; furthermore, the adoption of size-inclusive designs, the use of eco-friendly materials, and the expansion into gender-neutral styles have further broadened market reach. Consequently, workout underwear has evolved from a mere invisible accessory into a significant product category that embodies values ??related to health, technology, and self-expression.

This report studies the global Workout Underwear production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Workout Underwear 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 Workout Underwear that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Workout Underwear total production and demand, 2021-2032, (K Units)

Global Workout Underwear total production value, 2021-2032, (USD Million)

Global Workout Underwear production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Workout Underwear consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Workout Underwear domestic production, consumption, key domestic manufacturers and share

Global Workout Underwear production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Workout Underwear production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Workout Underwear production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Workout Underwear 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 Workout Underwear 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 Workout Underwear Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Workout Underwear Market, Segmentation by Type:

Workout Underwear for Women

Workout Underwear for Men

Global Workout Underwear Market, Segmentation by Function:

Low-Impact

Medium-Impact

High-Impact

Global Workout Underwear Market, Segmentation by Manufacturing Process:

Stitched Type

Seamless Type

Global Workout Underwear 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

Calvin Klein

Ubras

Aimer

Key Questions Answered:

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

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