

Global Strapless Underwear Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Strapless Underwear market size was valued at US\$ 2166 million in 2024 and is forecast to a readjusted size of USD 3295 million by 2031 with a CAGR of 6.2% during review period.

Strapless underwear is underwear without straps. It is suitable for occasions such as wearing suspenders and dresses. It is very popular with women.

The main purpose of a strapless bra is support and coverage without the need for visible straps. This allows people to wear all types of clothing, including strapless dresses, off-the-shoulder tops, backless garments, and halter neck garments, without having to worry about visible straps detracting from the overall look. Therefore, it is widely loved by women. The strapless underwear market will continue to grow to meet the demand for versatile, fashion-forward underwear that can be worn with a variety of clothing styles. Brands and underwear manufacturers also need to continue to innovate to improve the comfort, support and function of strapless underwear.

This report is a detailed and comprehensive analysis for global Strapless Underwear 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 Strapless Underwear market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Strapless Underwear market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Strapless Underwear market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Strapless Underwear market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Strapless Underwear
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Strapless Underwear 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 Victoria's Secret, Calvin Klein, Limited Brands, Biyue (Beijing) Technology, ASEE, Hengyuanxiang, MISS CURIOSITY, NanJiren, Wacoal, Gugu Intimates, etc.

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

Market Segmentation

Strapless Underwear market is split by Type and by Application. For the period 2020-2031, 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

With Detachable Shoulder Strap

Without Detachable Shoulder Strap

Market segment by Application

Online Sales

Offline Sales

Major players covered

Victoria's Secret

Calvin Klein

Limited Brands

Biyue (Beijing) Technology

ASEE

Hengyuanxiang

MISS CURIOSITY

NanJiren

Wacoal

Gugu Intimates

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 Strapless Underwear product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Strapless Underwear, with price, sales quantity, revenue, and global market share of Strapless Underwear from 2020 to 2025.

Chapter 3, the Strapless Underwear competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Strapless Underwear breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Strapless Underwear market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Strapless Underwear.

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

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