

# Body Shapewear Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Body Shapewear Market was valued at USD 4.37 billion in 2024 and is projected to grow at a CAGR of 7.5% from 2025 to 2034. Increasing fitness awareness is driving demand, with people striving for healthier lifestyles while wanting to maintain a polished appearance. As fitness routines become a regular part of daily life, the need for shapewear that complements this active lifestyle is growing. Consumers are no longer interested in shapewear that only contours the body but also expect it to provide support during workouts.

This trend has increased the popularity of compression garments, waist trainers, and athletic shapewear, which not only enhance body shape but also offer functional benefits. These products are becoming versatile enough to be worn beyond fitness activities, making them a staple in modern wardrobes. The rising interest in post-exercise recovery and muscle support has further fueled the demand for compression shapewear. These garments promote circulation, reduce muscle fatigue, and support post-workout recovery, making them highly appealing to active consumers. The increasing emphasis on body positivity and a desire for a toned physique has also influenced purchasing decisions, encouraging consumers to invest in shapewear that enhances their natural shape and boosts confidence.

Based on product type, the market includes shaping bodysuits, waist cinchers, shaping bras, shaping leggings, thigh shapers, shaping briefs and panties, shaping camisoles, and other products. In 2024, the waist cinchers segment amassed a valuation of USD 1.01 billion and is anticipated to grow at a CAGR of 7.7% during the forecast period. Waist cinchers remain the most popular choice due to their ability to deliver immediate body-shaping results by targeting the midsection. These garments create a contoured, hourglass figure with minimal effort, making them ideal for both daily wear and special occasions. Adjustable straps and closures allow for a customizable fit, making them accessible to diverse body types. Their versatility and comfort have cemented their

position as a leading product in the shapewear market.

The fabric segmentation of the market includes cotton, microfiber, spandex, polyester, nylon, and mixed fabrics. In 2024, spandex accounted for over 47.1% of the market share and is anticipated to grow at a rate of 8.2% through 2034. Spandex, also known as Lycra or elastane, is favored for its exceptional stretchability and resilience. It extends up to five times its original size while retaining shape, making it ideal for providing compression without sacrificing comfort. Lightweight, breathable, and durable, spandex offers a seamless and smooth look under clothing, making it the preferred choice for shapewear.

The distribution channel is divided into online and offline segments, with the offline channel holding a 53.4% share in 2024. Offline stores remain dominant as consumers prefer trying on shapewear for fit and comfort before purchasing. Physical stores offer the advantage of immediate purchase and personalized assistance, enhancing customer satisfaction. Many shoppers also prefer in-person shopping due to cultural preferences and the availability of a broader range of sizes, including plus sizes.

North America led the global body shapewear market in 2024, contributing approximately 31.3% of the total market share and generating around USD 1.36 billion in revenue. The region's dominance is attributed to a strong demand for stylish and functional shapewear, supported by an advanced retail environment and increasing consumer interest in body contouring products.

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