

Intimate Lingerie Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024-2032

<https://marketpublishers.com/r/I61499D439F6EN.html>

Date: February 2025

Pages: 210

Price: US\$ 4,365.00 (Single User License)

ID: I61499D439F6EN

Abstracts

The Global Intimate Lingerie Market reached USD 15.1 billion in 2023 and is set to expand at a CAGR of 5.1% from 2024 to 2032. The industry expansion is largely influenced by evolving consumer preferences, with a growing emphasis on self-expression, comfort, and body inclusivity. Consumers now seek lingerie that aligns with their unique body shapes and personal style, enhancing their confidence and comfort. In addition, the increasing influence of digital marketing and social media is broadening the reach of lingerie brands. The shift in societal norms toward body positivity is also fueling demand for products that cater to diverse body types. The rising millennial population plays a crucial role in driving sales, as they prioritize fashionable yet functional lingerie that resonates with their aesthetic preferences. Additionally, brands are capitalizing on innovative designs, sustainable materials, and advanced fabric technology to attract new customers.

The market is categorized into various product types, including bras, briefs, shapewear, and additional segments like swimwear and loungewear. Bras dominate the market, generating USD 6.5 billion in revenue in 2023, primarily due to their versatility and functionality. Offering both support and comfort, bras play a crucial role in alleviating common discomforts like back and shoulder pain. The continuous demand for different bra styles designed for various occasions further contributes to their market dominance.

The distribution of intimate lingerie is divided between online and offline channels, with offline stores holding a significant share of 58.6% in 2023. Consumers prefer shopping in physical stores as it allows them to assess the quality, fit, and comfort of products before making a purchase. Personalized assistance from store professionals enhances the shopping experience, leading to increased sales in this segment. While e-commerce is gaining momentum, brick-and-mortar stores continue to be the primary choice for

many consumers who prioritize hands-on product evaluation.

In the North American market, the US stands out as a leading revenue generator, recording a market size of USD 1.8 billion in 2023. Factors such as increased disposable incomes, changing fashion trends, and the widespread acceptance of body inclusivity are propelling market growth. The integration of digital marketing and online retail platforms has expanded the accessibility of intimate lingerie brands, attracting a broader customer base. Additionally, the diversification of product lines to accommodate a wider range of sizes and styles is further strengthening sales. The industry's growth trajectory remains strong as brands continue to innovate and cater to evolving consumer demands.

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