

Asia Pacific Underwear Market Size, Share & Trends Analysis Report By Gender (Men, Women), By Distribution Channel (Department Stores, Supermarkets, Underwear Shop, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Asia Pacific Underwear Market Growth & Trends

The Asia Pacific underwear market size is expected to reach USD 40.76 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 7.7% from 2025 to 2030. The growth is mainly driven by evolving consumer preferences, increased disposable income, and rising awareness of premium and branded innerwear. With a shift in preference for comfortable, fashionable, and functional underwear, especially in countries like India, China, and Japan; brands are expanding their offerings to meet diverse consumer demands. The trend toward urbanization and lifestyle upgrades is fostering greater demand for premium innerwear options.

Additionally, the growth of e-commerce and digital retail has made it easier for consumers to access a wide range of brands and styles, further boosting market growth. Key drivers include a surge in younger consumers who value style and comfort, the growing influence of international brands, and a heightened focus on sustainability, prompting companies to invest in eco-friendly materials.

The competitive landscape is marked by the presence of both established players, such as Jockey, Triumph, and Wacoal, and emerging local brands that are tapping into regional

trends and offering price-competitive products. As the market continues to grow, innovation, brand differentiation, and digital marketing strategies are becoming critical for capturing consumer loyalty in the Asia Pacific market for underwear.

Asia Pacific Underwear Market Report Highlights

Based on gender, the women segment accounted for the largest revenue share of 64.8% in 2024. The cultural shifts promote acceptance of diverse body shapes and sizes, women in the region are actively seeking brands that cater to various body types with inclusive sizing options.

The sales of underwear through online channels are anticipated to grow at a CAGR of 8.6% from 2025 to 2030. Online platforms allow consumers to browse and purchase underwear from the comfort of their homes, which is particularly valuable for those in busy urban centers or remote areas with limited access to physical stores.

The underwear market in India is projected to grow at a CAGR of 12.5% from 2025 to 2030 fueled by rising disposable incomes, urbanization, and changing social attitudes toward personal care and fashion.

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