

Intimate Lingerie Market Size, Share & Trends Analysis Report By Product Type (Briefs, Bras, Shapewear), By Distribution Channel (Offline, Online), By Region (North America, Asia Pacific), And Segment Forecasts, 2023 - 2030

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Abstracts

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Intimate Lingerie Market Growth & Trends

The global intimate lingerie market size is estimated to reach USD 27.37 billion in 2030 and is anticipated to expand at a CAGR of 8.9% from 2023 to 2030, according to a new report by Grand View Research, Inc. The social perspective on body positivity and self-acceptance has undergone a considerable change. As a result, people are more aware of and accepting of different body types and sizes. Customers now look for intimate lingerie that celebrates their uniqueness, compliments their body type, and fosters confidence. As a result, lingerie companies now provide a wider variety of items and have expanded their size ranges as a result of body positivity. The briefs segment dominated the market with a major share in 2022. Soft and comfortable fabrics like cotton, modal, microfiber, or combinations of these are frequently used to make briefs.

They are available in many different cuts and patterns, such as high-cut, low-cut, bikini, hipster, and boyshorts. Briefs have a number of benefits, such as they are a suitable option for everyday use and are appropriate for a variety of activities, including sports and physical activity. Due to their comfortable and practical shape, briefs are becoming increasingly popular as intimate clothing. In addition, briefs come in a variety of fashionable patterns and hues to accommodate different tastes and preferences. The offline distribution channel segment held the largest market share in 2022. Offline stores

provide a wide selection of products to accommodate different sizes and preferences. Customers can try on various product styles and sizes in these stores to ensure a perfect fit and comfort. In their specialized lingerie section, department shops frequently provide a variety of intimate underwear.

They have a wide range of brands and product options. Asia Pacific accounted for a significant share of the global market in 2022. The region is home to numerous nations with different cultural conventions, tastes, and levels of income, making it a thriving and dynamic market for intimate clothing. The growing middle-class population and rising disposable income levels in nations like China, India, and Southeast Asian countries are key factors driving the regional market. Consumers are investing more of their budget in personal care and fashion, especially intimate lingerie. The rising demand for a wide variety of lingerie products, from everyday necessities to premium designs is further fueled by this trend. Companies have adopted many strategies including partnerships, mergers & acquisitions, global expansion, etc. to gain higher market shares.

Intimate Lingerie Market Report Highlights

Europe is expected to grow with a considerable CAGR over the forecast period. The willingness to spend on premium lingerie brands has contributed to the growth of the market, with consumers seeking products that offer comfort, style, and durability

The shapewear segment is estimated to register the fastest CAGR over the forecast period

The rising demand for stylish, trendy, comfortable shapewear designs and options to achieve a streamlined and smooth silhouette is driving the segment's growth

The online distribution channel segment is expected to grow at the fastest CAGR from 2023 to 2030

The segment growth is being driven by the increasing use of online channels for shopping purposes as it provides convenience and comfort

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