

Southeast Asia Lingerie Market Size, Share & Trends Analysis Report By Product (Briefs, Shapewear, Bras), By Distribution Channel (Online, Offline), By Country (Singapore, Indonesia, Malaysia), And Segment Forecasts, 2026 - 2033

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Abstracts

The Southeast Asia lingerie market size was valued at USD 3.9 billion in 2025 and is projected to grow from USD 4.0 billion in 2026 to USD 6.5 billion by 2033, at a CAGR of 7.0% from 2026 to 2033. The growth is driven by rising body-positivity and inclusivity trends that boost demand for comfortable, diverse styles, along with e-commerce growth and social media marketing that accelerate premiumization and global adoption. It is experiencing steady growth, driven by rising fashion awareness, increasing disposable incomes, and growing consumer preference for comfortable, functional, and aesthetically appealing intimate wear.

Consumers are increasingly seeking products that combine comfort, support, and style, fueling demand for seamless bras, wireless bras, shapewear, sleepwear, and premium everyday lingerie. The rapid expansion of e-commerce, social commerce, and influencer-led marketing across countries such as Indonesia, Thailand, Vietnam, Malaysia, and the Philippines is further accelerating product accessibility and brand visibility.

The market is also witnessing a notable shift toward innovative and performance-oriented lingerie featuring breathable fabrics, seamless construction, moisture-wicking materials, and inclusive sizing. Brands are increasingly incorporating sustainable textiles, body-positive designs, and comfort-focused technologies to cater to evolving consumer preferences. For instance, in March 2025, Triumph expanded its Body Make-Up Illusion collection with innovative comfort-focused lingerie featuring Comfort Wire

technology, lightweight fabrics, seamless cup edges, and cooling textile finishes, reflecting the growing demand for technologically advanced and premium everyday lingerie across Southeast Asia.

A prominent trend in the Southeast Asian lingerie market is the growing emphasis on inclusivity and body positivity. Contemporary consumers increasingly demand products that cater to diverse body types while ensuring comfort, functionality, and aesthetic appeal. Brands that integrate these values into design and marketing strategies are gaining significant traction, positioning lingerie as a medium for self-expression and personal empowerment rather than merely a functional garment. This shift is reshaping product development, promotional approaches, and competitive dynamics within the regional market.

Southeast Asia's lingerie market is benefiting from rising middle-class incomes and increasing urban affluence. In countries like Indonesia and Thailand, rising disposable incomes have shifted consumer behavior from purchasing purely functional undergarments to seeking stylish, premium lingerie. Women are now willing to invest in quality, comfortable, and fashionable products, with mid segment and international brands gaining traction as aspirational purchases.

The rapid adoption of e-commerce has also played a key role in market growth. Online platforms provide privacy and a wide range of options, which is especially important in culturally sensitive markets. Consumers in Singapore, Malaysia, and Vietnam are increasingly using social media and online stores to explore brands, compare fits, and buy lingerie discreetly. Influencer campaigns and targeted digital marketing have accelerated discovery and created demand for products that blend style with comfort.

Cultural attitudes toward lingerie are evolving with younger urban consumers seeking comfort, inclusivity, and fashion expression. In cities like Kuala Lumpur and Singapore, lingerie is embraced as part of personal style rather than just a necessity. Brands that offer diverse sizing, body-positive messaging, and modern designs are resonating with consumers who value authenticity. This shift encourages local and international brands to expand product lines and tailor marketing strategies to match changing preferences.

In August 2024, 6IXTY8IGHT launched a special summer collection with Chupa Chups across Asia, featuring playful bralettes and panties, available both offline and online, including its debut on Shopee Mall, targeting young women seeking style and comfort.

Southeast Asia Lingerie Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Southeast Asia lingerie market report on the basis of product, distribution channel and region:

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Briefs

Bras

Shapewear

Others

Distribution Channel (Revenue, USD Billion, 2021 - 2033)

Offline

Supermarkets & Hypermarkets

Specialty Stores

Others

Online

E-commerce/Marketplaces

Company Owned Website

Country Outlook (Revenue, USD Billion, 2021 - 2033)

Singapore

Indonesia

Malaysia

Thailand

Vietnam

Philippines

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