

UK Lingerie Market Size, Share & Trends Analysis Report By Product Type (Briefs, Shapewear, Bras), By Distribution Channel (Online, Offline), Consumer Behavior And Competitive Analysis And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/U9131F15B25AEN.html>

Date: August 2026

Pages: 100

Price: US\$ 3,950.00 (Single User License)

ID: U9131F15B25AEN

Abstracts

The UK lingerie market size was valued at USD 4.7 billion in 2025 and is projected to grow from USD 4.9 billion in 2026 to USD 8.0 billion by 2033, at a CAGR of 7.3% from 2026 to 2033. The rising demand for comfort-driven, inclusive, and fashion-forward intimate apparel, along with the expanding reach of offline retail stores and e-commerce platforms catering to diverse consumer preferences is driving growth.

The market is witnessing steady growth, supported by evolving consumer preferences toward comfort, inclusivity, premium designs, and sustainable products across the women's innerwear market. Market expansion is being fueled by increasing demand for everyday comfort-focused lingerie, including wireless bras, seamless underwear, and adaptive fits, as consumers increasingly prioritize functionality, flexibility, and aesthetics.

The growing influence of body positivity and size inclusivity has encouraged brands to expand product offerings across diverse body types, while younger consumers are increasingly seeking lingerie that reflects personal style, confidence, and self-expression. The growth of e-commerce platforms and direct-to-consumer brands has further improved accessibility, enabling consumers to explore a wider variety of styles, sizes, and personalized product options.

The UK lingerie market is also experiencing a shift toward sustainable materials, innovative designs, and multifunctional intimate apparel solutions. Consumers are showing increasing interest in lingerie manufactured using recycled fabrics, organic

cotton, and responsibly sourced materials, encouraging brands to introduce eco-conscious collections. In addition, the market is witnessing rising demand for complementary categories within the sleepwear & loungewear market, as consumers increasingly prefer comfortable, versatile, and premium-quality apparel suitable for both relaxation and everyday wear. Advancements in fabric technology, including moisture-wicking, breathable, temperature-regulating, and seamless construction techniques, are enhancing product performance, durability, and comfort. These innovations are encouraging brands to develop products that combine style, wellness, and functionality, further supporting growth across the UK intimate apparel sector. In February 2025, Marks & Spencer expanded its lingerie portfolio with improved comfort-led designs under its popular Flexifit range, focusing on stretch fabrics, enhanced support, and inclusive sizing to address changing consumer expectations. Similarly, brands such as Victoria's Secret and Boudou Avenue have continued to introduce collections emphasizing everyday wearability, body diversity, and modern aesthetics, reflecting the broader transition of the UK lingerie market toward personalized, comfort-driven, and digitally influenced shopping experiences.

A notable trend in the UK lingerie market is the structural reorientation toward functionally optimized everyday lingerie positioned as a premium necessity, rather than discretionary fashion. This is evidenced by brands such as Marks and Spencer expanding technically advanced bra ranges with fit-specific engineering, while digitally native players such as Lounge, Stripe, and Stare emphasize fabric science, repeat wear durability, and core silhouettes over seasonal styling.

The trend reflects a post pandemic recalibration of consumption in which lingerie purchasing is driven by bodily comfort, work from home routines and long-term value perception, signaling a shift from symbolic consumption toward utility centered intimacy apparel within the UK retail ecosystem.

The growing emphasis on body positivity is significantly reshaping the UK lingerie market, with inclusivity in sizing and styles becoming a central driver of consumer demand. Modern consumers are increasingly looking for lingerie that not only delivers aesthetic appeal but also offers comfort and support across a wide range of body types. The availability of extended size ranges and adaptive fits allows more women to feel represented and catered to, strengthening trust and loyalty toward brands that prioritize inclusivity. At the same time, marketing strategies that showcase diverse models across size, age, and ethnicity are reinforcing this cultural shift and broadening market appeal.

For instance, In Feb 2025, Marks and Spencer launched its "Make an Understatement"

underwear campaign, its first to jointly promote women's and men's intimates and the first dedicated men's underwear push in over a decade. Backed by its 39.5 percent share in bras and 19.2 percent share in men's underwear, the campaign highlights comfort, contemporary design and 360 Flex technology, reaching around 183 million people across VOD, billboards, digital and social media.

Another major driver in the UK lingerie market is the mainstreaming of size inclusivity and body realism, which is widening the addressable consumer base across age and body profiles. Rather than relying on simplified sizing, UK retailers emphasise extensive band and cup matrices, with strong penetration in fuller bust, petite and post maternity segments, reflecting long standing consumer expectations around fit accuracy.

Players such as Marks and Spencer, Bravissimo, and Boux Avenue have expanded inclusive size ranges using in-store fit data and online demand signals, while virtual fitting tools and size recommendation engines integrated into UK e-commerce platforms are helping reduce return friction and improve online conversion, directly supporting revenue growth in intimates.

A key driver in the lingerie market is the strong consumer reliance on established domestic retailers for fit consistency and product reliability. Shoppers tend to favour brands with long-standing expertise, extensive size ranges and widespread store networks, as in person fitting and easy returns remain critical in lingerie purchasing. This behaviour supports steady demand for core, everyday intimates and gives scale driven British retailers a structural advantage in influencing market growth patterns.

UK Lingerie Market Report Segmentation

This report forecasts revenue growth at the country level 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 UK lingerie market report on the basis of product type, distribution channel, and region.

Product Type Outlook (Revenue, USD Million, 2021 - 2033)

Briefs

Bras

Shapewear

Others

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

Online

Offline

This report can be delivered to the clients within 5 Business Days

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product type range Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Competitive Landscape Outlook

CHAPTER 3. UK LINGERIE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
 - 3.1.1. Lingerie Market Size & Growth Rate, 2021 - 2033 (USD Million)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunities
 - 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Pricing Analysis by Product by Country, 2025
- 3.7. List of Suppliers for Major Companies (Lingerie)
- 3.8. Trade Analysis, 2021 to 2024 (USD Thousand)

- 3.9. Top 20 Importers of Lingerie (621210, 610821 / 610822, 620811 / 620819)
- 3.10. Top 20 Exporters of Lingerie (621210, 610821 / 610822, 620811 / 620819)
- 3.11. Go-to Market Strategies

CHAPTER 4. UK LINGERIE MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
 - 4.1.1. By Age
 - 4.1.2. By Gender
 - 4.1.3. By Income
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Social Commerce, Influencer & Community Trends
- 4.5. Consumer Channel Adoption & Purchase Preferences
- 4.6. Key Observations & Findings

CHAPTER 5. UK LINGERIE MARKET: PRODUCT TYPE ESTIMATES & TREND ANALYSIS

- 5.1. UK Lingerie Market: Product type Outlook
- 5.2. Product Type Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts, by Price, 2021 - 2033 (USD Million)
 - 5.3.1. Briefs
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2. Bras
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3. Shapewear
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.4. Others
 - 5.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 6. UK LINGERIE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. UK Lingerie Market, by Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million)
 - 6.3.1. Online
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

6.3.2. Offline

6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

7.1. Recent Developments & Impact Analysis by Key Market Participants

7.2. Company Categorization

7.3. Participant's Overview

7.4. Financial Performance

7.5. Product Benchmarking (By brands if available)

7.6. Company Market Share Analysis, 2025 (%)

7.7. Company Heat Map Analysis

7.8. Strategy Mapping

7.9. Company Profiles

7.9.1. Marks & Spencer

7.9.1.1. Company Overview

7.9.1.2. Financial Performance

7.9.1.3. Product Portfolios

7.9.1.4. Strategic Initiatives

7.9.2. Boux Avenue

7.9.2.1. Company Overview

7.9.2.2. Financial Performance

7.9.2.3. Product Portfolios

7.9.2.4. Strategic Initiatives

7.9.3. Ann Summers

7.9.3.1. Company Overview

7.9.3.2. Financial Performance

7.9.3.3. Product Portfolios

7.9.3.4. Strategic Initiatives

7.9.4. Wacoal UK

7.9.4.1. Company Overview

7.9.4.2. Financial Performance

7.9.4.3. Product Portfolios

7.9.4.4. Strategic Initiatives

7.9.5. Triumph UK

7.9.5.1. Company Overview

7.9.5.2. Financial Performance

7.9.5.3. Product Portfolios

7.9.5.4. Strategic Initiatives

- 7.9.6. La Senza UK
 - 7.9.6.1. Company Overview
 - 7.9.6.2. Financial Performance
 - 7.9.6.3. Product Portfolios
 - 7.9.6.4. Strategic Initiatives
- 7.9.7. H&M Lingerie
 - 7.9.7.1. Company Overview
 - 7.9.7.2. Financial Performance
 - 7.9.7.3. Product Portfolios
 - 7.9.7.4. Strategic Initiatives
- 7.9.8. Primark Lingerie
 - 7.9.8.1. Company Overview
 - 7.9.8.2. Financial Performance
 - 7.9.8.3. Product Portfolios
 - 7.9.8.4. Strategic Initiatives
- 7.9.9. Shapermint UK
 - 7.9.9.1. Company Overview
 - 7.9.9.2. Financial Performance
 - 7.9.9.3. Product Portfolios
 - 7.9.9.4. Strategic Initiatives
- 7.9.10. ThirdLove UK
 - 7.9.10.1. Company Overview
 - 7.9.10.2. Financial Performance
 - 7.9.10.3. Product Portfolios
 - 7.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1. UK Lingerie market - Key market driver analysis

Table 2. UK Lingerie market - Key market restraint analysis

Table 3. UK Lingerie market estimates & forecast, by product (USD Million)

Table 4. UK Lingerie market estimates & forecast, by distribution channel (USD Million)

Table 5. Recent developments & impact analysis by key market participants

Table 6. Company market share, 2025

Table 7. Company heat map analysis

Table 8. Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Figure 1. UK Lingerie market segmentation
- Figure 2. Information procurement
- Figure 3. Primary research pattern
- Figure 4. Primary research approaches
- Figure 5. Primary research process
- Figure 6. Market snapshot
- Figure 7. Product Type range snapshot
- Figure 8. Distribution channel snapshot
- Figure 9. Regional snapshot
- Figure 10. Competitive landscape snapshot
- Figure 11. UK Lingerie market size, 2021 to 2033 (USD Million)
- Figure 12. UK Lingerie market: Penetration & growth prospect mapping
- Figure 13. UK Lingerie market: Value chain analysis
- Figure 14. UK Lingerie market: Profit margin analysis
- Figure 15. UK Lingerie market: Market dynamics
- Figure 16. UK Lingerie market: Porter's five forces analysis
- Figure 17. UK Lingerie market, by product type: Key Takeaways
- Figure 18. UK Lingerie market: Product type movement analysis, 2025 & 2033 (%)
- Figure 19. Briefs market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 20. Bras market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 21. Shapewear market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 22. Others lingerie market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 23. UK Lingerie market, by distribution channel: Key Takeaways
- Figure 24. UK Lingerie market: Distribution Channel mode movement analysis, 2025 & 2033 (%)
- Figure 25. Sales of lingerie through online channel market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 26. Sales of lingerie through offline channel market estimates and forecast, 2021 - 2033 (USD Million)
- Figure 27. Key company categorization
- Figure 28. Company market share analysis, 2025
- Figure 29. Strategic framework of the lingerie market

I would like to order

Product name: UK Lingerie Market Size, Share & Trends Analysis Report By Product Type (Briefs, Shapewear, Bras), By Distribution Channel (Online, Offline), Consumer Behavior And Competitive Analysis And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/U9131F15B25AEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U9131F15B25AEN.html>