

# **U.S. Lingerie Market Size, Share & Trends Analysis Report By Product (Briefs, Shapewear), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The U.S. lingerie market size was estimated at USD 17.11 billion in 2024 and is projected to reach USD 31.40 billion by 2033, growing at a CAGR of 7.2% from 2025 to 2033, due to the rising demand for comfort-driven, inclusive, and fashion-forward lingerie and the expanding reach of both offline stores and e-commerce platforms catering to diverse consumer preferences. A notable trend is the rise of inclusive lingerie for maternity and post-pregnancy wear.

Brands such as Bravado and Kindred Bravely are expanding their offerings to provide comfortable, supportive bras and shapewear for new and expecting mothers, reflecting real consumer demand for functional, stylish products during life stages often overlooked by mainstream lines.

The growing emphasis on body positivity is significantly reshaping the U.S. 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 August 2023, Macy's and Gap announced their first-ever collaboration with the launch of an exclusive collection of sleepwear, underwear, and intimates for

men and women. The range, which includes pajama sets, loungewear, bras, briefs, boxers, and undershirts, is designed with comfort in mind and made from fabrics such as organic stretch cotton and Gap's breathable "Breathe" jersey knit. Available in sizes XS through XL, the collection is sold only through Macy's channels-including Macys.com, the Macy's mobile app, and select stores across the U.S.

Another major driver is the rise of size-inclusivity and body realism, which is expanding the customer base globally. Instead of limited "S-M-L" options, brands now offer inclusive fits across band and cup combinations, including plus-size and petite segments. Retailers such as Savage X Fenty, Marks & Spencer, and H&M have scaled sizing ranges based on demand analytics, while AI-powered virtual fitting tech from companies like TrueFit and Fit Finder has reduced return rates by solving size mismatch issues-converting more shoppers online and boosting lingerie revenue.

Innovation in fabric design and technology has become one of the strongest drivers of growth in the U.S. market. The introduction of breathable microfibers, lightweight power mesh, seamless knitting, and bonded finishes has improved both comfort and support, making lingerie suitable not just for special occasions but for everyday wear. Advances in shapewear materials, such as stretch textiles with targeted compression, are creating new categories that blend lingerie with wellness and activewear.

## U.S. 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 U.S. lingerie market report based on product and distribution channel.

### Product 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**

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