

U.S. Seamless Apparel Market Size, Share & Trends Analysis Report By Product (Sports Bra, Leggings, Tops), By Material (Polymide, Polyester, Elastane, Blends), By End Use (Lifestyle, Athletes, Shapewear Consumers), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. seamless apparel market size was estimated at USD 17.43 billion in 2025 and is projected to reach USD 30.18 billion by 2033, growing at a CAGR of 7.1% from 2026 to 2033. Advances in 3D knit-to-shape manufacturing have become particularly influential, enabling U.S. producers to minimize fabric waste, reduce labor intensity, and shorten production cycles. Industry coverage across textile and apparel media has highlighted how next-generation knitting systems can significantly cut material offcuts by producing garments directly in three dimensions, aligning with U.S. brands' growing focus on cost efficiency, sustainability compliance, and near-market manufacturing.

Seamless construction is widely embedded across American activewear, athleisure, and intimates, where consumers associate fewer seams with improved comfort, flexibility, and durability. Performance-led brands such as Nike and Under Armour have expanded seamless knitting across training tops, base layers, and compression apparel, positioning seamless design not as a premium add-on but as a functional standard. For instance, in June 2025, Nike introduced a new performance material called FlyWeb, created using 3D printing technology from a flexible TPU polymer. This innovation enables the design of ultra-light, seamless garments with precisely engineered zones for support, breathability, and stretch, eliminating the need for bulky seams or multiple fabric layers. First showcased in a custom sports bra worn by elite runner Faith Kipyegon during a record attempt, FlyWeb represents Nike's move toward next-generation apparel that merges cutting-edge manufacturing with athlete-centric functionality, signaling a shift in how performance wear may be produced in the future.

This shift reflects evolving U.S. consumer expectations around fit precision, movement adaptability, and garments that transition easily between workouts, work-from-home routines, and casual wear.

Seamless garments appeal due to their body-conforming structure, reduced friction points, and lightweight feel, which enhances all-day comfort. At the same time, sustainability considerations are becoming integral to purchase decisions. Flat knitting, bonded construction, and reduced paneling help lower material usage and energy consumption, resonating with environmentally conscious American shoppers who expect transparency around waste reduction and responsible manufacturing.

Furthermore, companies such as Spanx and SKIMS have expanded seamless offerings that emphasize invisible finishes, targeted compression zones, and smooth silhouettes under clothing. These collections respond to strong demand for second-skin aesthetics, size-inclusive fits, and discreet performance, reinforcing seamless apparel's relevance beyond sportswear into everyday essentials. For instance, in May 2025, SPANX rolled out a fresh wave of innovations across several categories, blending its signature shaping technology with everyday wardrobe staples. The latest drop includes updated shapewear pieces designed to smooth and contour under clothing, comfortable loungewear and activewear that don't compromise on style, and a flattering new denim range with cuts from straight-leg to subtle flares in both classic and seasonal hues. Each piece is crafted to offer support, comfort, and a sculpted finish, proving the brand's ongoing commitment to versatile, confidence-boosting fashion.

U.S. Seamless Apparel Market Report Segmentation

This report forecasts volume & revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. seamless apparel market report on the basis of product, material, and end use.

Product Outlook (Volume Million Units; Revenue, USD Billion, 2021 - 2033)

Sports Bra

Leggings

Tops

Underwear

Material Outlook (Volume Million Units; Revenue, USD Billion, 2021 - 2033)

Polymide

Polyester

Elastane

Blends

End Use Outlook (Volume Million Units; Revenue, USD Billion, 2021 - 2033)

Lifestyle

Athletes

Shapewear Consumers

This report can be delivered to the clients within 4 Business Days

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