

Women's Night And Underwear Market Size, Share & Trends Analysis Report By Fiber (Cotton, Polyester, Cellulosic), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Women's Night And Underwear Market Growth & Trends

The global women's night and underwear market size is estimated to reach USD 133.5 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 4.8% from 2022 to 2028. This growth can be attributed to the factors such as the availability of a variety of designs as per seasonal demand and requirements, rising need for protection from insects, and more comfort while sleeping, coupled with rising per capita income and purchasing power. Women's night and underwear enable to protect the body from bacteria, regulate the temperature of the body, and absorb the sweat generated. Additionally, changing fashion trends across the globe are contributing to the growth of this market.

Due to COVID 19 pandemic, authorities announced restrictions on citizens and citizens preferred to stay at home as a precautionary measure, which became a global lockdown situation. Events such as global as well as regional sports events, exhibitions, and other public events were canceled due to the COVID-19. Due to pandemic restrictions, travel and picnic spots were closed. Manufacturers are unable to produce the night and underwear products even though there is demand for it, as they were unable to get raw materials, continue production, and supply products to the market. Due to the limited production and disturbed supply chains, the market experienced a shortfall during covid-19. Post COVID-19, the women's night and underwear market will

soon witness healthy growth in the upcoming years.

The cotton segment contributed to the 2nd largest revenue share of the global market of more than 30% in 2021 and is forecast to grow with a CAGR of 5.1% from 2022 to 2028. Cotton is breathable and absorbent and is mostly used in the textile industry to make the human body warm during cool weather and absorb sweat. Cotton is one of the most preferred apparel as compared to other synthetic and natural fibers as it does not have side effects on the skin.

Offline distribution channels contributed to a larger market share of more than 75% in 2021. Offline channels include exclusive stores, hypermarkets and supermarkets, and retail stores. Manufacturers and marketers use the traditional retail channel for more sales. The segment includes organized retail channels which are more customer-oriented and provide better services by selling a variety of apparel directly to the end users. Additionally, these stores provide a choice of physical verification and trials and facility of products to the end users, thus contributing to the market revenue.

North America contributed the second largest market share of 28% in 2021. The U.S. is a well-developed and civilized country in the world and thus contributing to the market revenue. The rising financially independent women population, the impact of social media, and changing fashion trends are major factors expected to impact the market share in this region. Thus this region contributes most to the market revenue.

Women's Night And Underwear Market Report Highlights

North America contributed the second largest market share of 28% in 2021. The increasing financially independent women population, the impact of social media, and changing fashion trends are witnessing huge demand for apparel.

The cotton segment contributed to the 2nd largest revenue share in the global market, of more than 30% in 2021. The material is breathable and absorbent and is mostly used to make consumers' bodies warm during cool weather and absorb sweat.

Offline distribution channel contributed to a larger market share of more than 75% in 2021. The segment includes organized retail channels which are more customer-oriented and provide better services by selling a variety of apparel directly to the end users.

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