

Disposable Innerwear Market by Product Type (Menswear, Womenswear), Material Type (Cotton-based, Paper-based), Application (Healthcare, Salon and Spa, Maternity, Individual), Distribution Channel (Specialty Stores, Dedicated Retail Stores, Online Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/DD06914C28CBEN.html>

Date: April 2024

Pages: 135

Price: US\$ 3,899.00 (Single User License)

ID: DD06914C28CBEN

Abstracts

The global disposable innerwear market size reached US\$ 2.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.1 Billion by 2032, exhibiting a growth rate (CAGR) of 5.1% during 2024-2032. The burgeoning wellness tourism sector, increasing product usage during surgical procedures and the easy availability through online stores represent some of the key factors driving the market.

A disposable innerwear is designed to be worn once by individuals and thrown away. It comprises briefs, boxers, inners, shorts, and camisoles that are manufactured using materials, such as cotton, synthetic, paper, polyethylene, and nonwoven fabric. It is available in various designs, sizes, and patterns for men, women, and children. It is convenient, lightweight, comfortable, highly breathable, helps protect the skin and clothes, and eliminates moisture and odor as compared to regularly used innerwear. Disposable innerwear also reduces resistance and minimizes the risk of developing skin chafing and rashes. At present, product manufacturers are introducing eco-friendly and plant-based variants of disposable innerwear, which are made from sustainable and biodegradable materials that can be easily compostable and recyclable. They are also focusing on meeting the requirement of consumers with sensitive skin and expand their product portfolio.

There is significant growth in the wellness tourism sector on account of the increasing

need for adopting a healthy lifestyle and the desire to reduce stress and prevent different diseases. This, coupled with the rising focus of people on their physical appearance, represents one of the major factors driving the demand for disposable innerwear around the world. Besides this, the expanding number of resorts, salons, and wellness centers that offer spa services are encouraging individuals to use disposable innerwear for hygiene purposes and reduce the risks of stains during spa sessions. Moreover, the growing adoption of disposable innerwear among individuals during travel over conventionally used innerwear on account of its numerous advantages is influencing the market positively. In addition, the rising need for disposable innerwear among patients during and after various surgical procedures for mitigating the spread of hospital-acquired infections, bacteria, germs, and viruses is contributing to the market growth in the healthcare sector. The growing demand for nursing-friendly variants and the rising need for comfortable maternity wear is also catalyzing the demand for disposable innerwear. Furthermore, rapid urbanization, busy lifestyles, and the expanding purchasing power of consumers are increasing the sales of disposable innerwear through online retail channels, which offer easy availability, convenience, and vast product catalogs. This, coupled with the thriving e-commerce industry and the increasing penetration of high-speed internet connectivity, is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global disposable innerwear market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product type, material type, application, and distribution channel.

Product Type Insights

Menswear

Vests

Briefs/Boxers

Shorts/Pyjamas

Sleepwear

Womenswear

Brassieres

Panties

Camisoles

Shorts/Pyjamas

Sleepwear

Maternity Wear

The report has provided a detailed breakup and analysis of the disposable innerwear market based on the product type. This includes menswear (vests, briefs/boxers, shorts/pyjamas, and sleepwear) and womenswear (brassieres, panties, camisoles, shorts/pyjamas, sleepwear, and maternity wear). According to the report, menswear represented the largest segment.

Material Type Insights

Cotton-based
Paper-based

A detailed breakup and analysis of the disposable innerwear market based on the material type has also been provided. This includes cotton-based and paper-based. According to the report, cotton-based accounted for the largest market share.

Application Insights

Healthcare
Salon and Spa
Maternity
Individual

A detailed breakup and analysis of the disposable innerwear market based on the application insights has also been provided. This includes healthcare, salon and spa, maternity, and individual. According to the report, salon and spa accounted for the largest market share.

Distribution Channel Insights

Specialty Stores
Dedicated Retail Stores
Online Stores
Others

A detailed breakup and analysis of the disposable innerwear market based on the distribution channel insights has also been provided. This includes specialty stores, dedicated retail stores, online stores, and others. According to the report, specialty

stores represented the largest segment.

Regional Insights

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for disposable innerwear. Some of the factors driving the North America disposable innerwear market included the increasing availability, rising popularity of traveling among individuals, extensive investments in product innovation, etc.

Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global disposable innerwear market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Aromablendz, Dispowear Sterite Company, Haypak, Kosmochem Private Limited, Om Sai Enterprises, One Wear Group LTD, Purcotton (Winner Medical Co. Ltd.), Qosmedix, Rahul Healthcare, Shree Fabrics, Thai Disposable Innerwear Co. Ltd., Underworks, etc. Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. How big is the global disposable innerwear market?
2. What is the expected growth rate of the global disposable innerwear market during 2024-2032?
3. What are the key factors driving the global disposable innerwear market?
4. What has been the impact of COVID-19 on the global disposable innerwear market?
5. What is the breakup of the global disposable innerwear market based on the product type?
6. What is the breakup of the global disposable innerwear market based on the material type?
7. What is the breakup of the global disposable innerwear market based on the application?
8. What is the breakup of the global disposable innerwear market based on the distribution channel?
9. What are the key regions in the global disposable innerwear market?
10. Who are the key players/companies in the global disposable innerwear market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL DISPOSABLE INNERWEAR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Menswear
 - 6.1.1 Market Trends
 - 6.1.2 Key Segments
 - 6.1.2.1 Vests
 - 6.1.2.2 Briefs/Boxers
 - 6.1.2.3 Shorts/Pyjamas
 - 6.1.2.4 Sleepwear

- 6.1.3 Market Forecast
- 6.2 Womenswear
 - 6.2.1 Market Trends
 - 6.2.2 Key Segments
 - 6.2.2.1 Brassieres
 - 6.2.2.2 Panties
 - 6.2.2.3 Camisoles
 - 6.2.2.4 Shorts/Pyjamas
 - 6.2.2.5 Sleepwear
 - 6.2.2.6 Maternity Wear
 - 6.2.3 Market Forecast

7 MARKET BREAKUP BY MATERIAL TYPE

- 7.1 Cotton-based
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Paper-based
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

- 8.1 Healthcare
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Salon and Spa
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Maternity
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Individual
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 9.1 Specialty Stores

- 9.1.1 Market Trends
- 9.1.2 Market Forecast
- 9.2 Dedicated Retail Stores
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Online Stores
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Others
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends

- 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country

10.5.3 Market Forecast

11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Aromablendz
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Dispowear Sterite Company
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Haypak
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.4 Kosmochem Private Limited
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio

- 15.3.5 Om Sai Enterprises
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
- 15.3.6 One Wear Group LTD
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
- 15.3.7 Purcotton (Winner Medical Co. Ltd.)
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 Qosmedix
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 Rahul Healthcare
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Shree Fabrics
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Thai Disposable Innerwear Co. Ltd.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Underworks
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report

List Of Tables

LIST OF TABLES

Table 1: Global: Disposable Innerwear Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Disposable Innerwear Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Disposable Innerwear Market Forecast: Breakup by Material Type (in Million US\$), 2024-2032

Table 4: Global: Disposable Innerwear Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Disposable Innerwear Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Disposable Innerwear Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Disposable Innerwear Market: Competitive Structure

Table 8: Global: Disposable Innerwear Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Disposable Innerwear Market: Major Drivers and Challenges
- Figure 2: Global: Disposable Innerwear Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Disposable Innerwear Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Disposable Innerwear Market: Breakup by Product Type (in %), 2023
- Figure 5: Global: Disposable Innerwear Market: Breakup by Material Type (in %), 2023
- Figure 6: Global: Disposable Innerwear Market: Breakup by Application (in %), 2023
- Figure 7: Global: Disposable Innerwear Market: Breakup by Distribution Channel (in %), 2023
- Figure 8: Global: Disposable Innerwear Market: Breakup by Region (in %), 2023
- Figure 9: Global: Disposable Innerwear (Menswear) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 10: Global: Disposable Innerwear (Menswear) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: Disposable Innerwear (Womenswear) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Disposable Innerwear (Womenswear) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Disposable Innerwear (Cotton-based) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Disposable Innerwear (Cotton-based) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: Disposable Innerwear (Paper-based) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: Disposable Innerwear (Paper-based) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: Disposable Innerwear (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: Disposable Innerwear (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Global: Disposable Innerwear (Salon and Spa) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Global: Disposable Innerwear (Salon and Spa) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 21: Global: Disposable Innerwear (Maternity) Market: Sales Value (in Million

US\$), 2018 & 2023

Figure 22: Global: Disposable Innerwear (Maternity) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Disposable Innerwear (Individual) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Disposable Innerwear (Individual) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Disposable Innerwear (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Disposable Innerwear (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Disposable Innerwear (Retail Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Disposable Innerwear (Retail Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Disposable Innerwear (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Disposable Innerwear (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Disposable Innerwear (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Disposable Innerwear (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: North America: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: North America: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: United States: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: United States: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Canada: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Canada: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Asia-Pacific: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Asia-Pacific: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: China: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: China: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Japan: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Japan: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: India: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: India: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: South Korea: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: South Korea: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Australia: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Australia: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Indonesia: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Indonesia: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Others: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Others: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Europe: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Europe: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Germany: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Germany: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: France: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: France: Disposable Innerwear Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 61: United Kingdom: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: United Kingdom: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Italy: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Italy: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Spain: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Spain: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Russia: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Russia: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Others: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Others: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Latin America: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Latin America: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Brazil: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Brazil: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Mexico: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Mexico: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Others: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Others: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Middle East and Africa: Disposable Innerwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Middle East and Africa: Disposable Innerwear Market: Breakup by Country (in %), 2023

Figure 81: Middle East and Africa: Disposable Innerwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Global: Disposable Innerwear Industry: Drivers, Restraints, and Opportunities

Figure 83: Global: Disposable Innerwear Industry: Value Chain Analysis

Figure 84: Global: Disposable Innerwear Industry: Porter's Five Forces Analysis

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