

# **Lingerie Market Report by Product Type (Brassiere, Knickers or Panties, Shapewear, and Others), Material (Cotton, Silk, Satin, Nylon, and Others), Price Range (Economy, Premium), Distribution Channel (Mass Merchandizers, Specialized Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global lingerie market size reached US\$ 84.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 149.9 Billion by 2032, exhibiting a growth rate (CAGR) of 6.42% during 2024-2032.

Lingerie is a stretchable, lightweight undergarment manufactured from a blend of cotton, polyester, nylon, lace, sheer fabrics, chiffon, satin, and silk. It is worn by consumers between the body and clothes for protecting clothes from bodily secretion to maintain hygiene. Lingerie is used as fashionable, regular, bridal, and sportswear clothing to enhance physicality, confidence, and the overall health. At present, lingerie is available in varying sizes, patterns, colors, and types, such as knickers, briefs, thongs, bodysuits, and corsets.

### **Lingerie Market Trends:**

The increasing inclination of consumers toward trendy intimate wear and sportswear is one of the key factors driving the market growth. In line with this, the widespread adoption of aggressive marketing and promotional activities on several social media platforms for sensitizing and broadening the consumer base is considerably contributing to the market growth. Rising product variations and the escalating demand for wide-ranging seamless, brassieres briefs, and premium-quality branded lingerie amongst consumers, are propelling the market growth. Furthermore, the growing demand for

seamless and brassieres briefs, along with the increasing preference for lingerie products amongst male demographics, is positively stimulating the market growth. Apart from this, the collaboration of lingerie manufacturers with the supermarket chains and multiple distributors for improving product portfolio is catalyzing the market growth. The advent of sustainable product variants is acting as a major growth-inducing factor. For instance, brands and leading companies are deploying environmentally-friendly production processes and using biodegradable materials to manufacture ecological lingerie sets, that are gaining immense popularity, primarily due to the increasing environmental consciousness among the masses. Other factors, such as the easy product availability through proliferating online platforms, attractive discounts and affordable price points offered by leading brands, and rising urbanization and purchasing power of consumers, especially in developing regions, are creating a positive outlook for the market further.

#### Key Market Segmentation:

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

#### Breakup by Product Type:

- Brassiere
- Knickers or Panties
- Shapewear
- Others

#### Breakup by Material:

- Cotton
- Silk
- Satin
- Nylon
- Others

#### Breakup by Price Range:

- Economy
- Premium

### Breakup by Distribution Channel:

- Mass Merchandizers
- Specialized Stores
- Online Stores
- Others

### Breakup by Region:

- 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

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Fashion Nova LLC, Hanesbrands Inc., H & M Hennes & Mauritz AB, Hunkem?ller International B.V., Jockey International Inc., MAS Holdings, PVH Corp., The Gap Inc., The Groupe Chantelle, Triumph International Ltd., Victoria's Secret & Co. and Yandy Enterprises LLC.

## Key Questions Answered in This Report

1. What was the size of the global lingerie market in 2023?
2. What is the expected growth rate of the global lingerie market during 2024-2032?
3. What are the key factors driving the global lingerie market?
4. What has been the impact of COVID-19 on the global lingerie market?
5. What is the breakup of the global lingerie market based on the product type?
6. What is the breakup of the global lingerie market based on the material?
7. What is the breakup of the global lingerie market based on the price range?
8. What is the breakup of the global lingerie market based on the distribution channel?
9. What are the key regions in the global lingerie market?
10. Who are the key players/companies in the global lingerie market?

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