

South Korea Lingerie Market Size, Share, Trends and Forecast by Product Type, Material, Price Range, Distribution Channel, and Region, 2026-2034

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Abstracts

The South Korea lingerie market size reached USD 1.8 Billion in 2025. Looking forward, the market is expected to reach USD 3.1 Billion by 2034, exhibiting a growth rate (CAGR) of 5.86% during 2026-2034. The market is evolving rapidly, driven by fashion-forward consumers, advanced fabric innovations, and rising demand for sustainable and inclusive products. Brands are embracing tech-enhanced comfort, trend-driven designs, and ethical practices to meet shifting consumer expectations. These factors collectively contribute to the growing expansion of the South Korea lingerie market share.

SOUTH KOREA LINGERIE MARKET TRENDS:

Trend-Focused Consumerism & Social Media Influence

In South Korea, lingerie is increasingly viewed as a fashion statement, driven by high social media engagement and K-pop and K-drama culture shaping beauty ideals. Urban consumers, especially Millennials and Gen?Z, exhibit a strong appetite for trend-led, stylish lingerie that merges aesthetics with functionality. Brands capitalize on rapid design cycles by launching seasonal collections inspired by celebrities or emerging digital trends. This creates a highly competitive, fast-paced market where agility is key. Retailers and designers use Instagram, TikTok, and local influencers to amplify launches and tap into viral trends. The result is a vibrant marketplace where fashion-conscious buyers are drawn to novel, statement-making undergarments, fueling consistent growth in South Korea's lingerie sector.

Integration of Advanced Fabrics & Comfort Technologies

The South Korea lingerie market growth is propelled by continuous innovations in textile technology, incorporating seamless, wireless, moisture-wicking, anti-bacterial, and temperature-regulating fabrics. Driven by high standards for comfort and wellness, consumers expect garments that adapt to their bodies and lifestyles. Local and international brands respond by blending comfort-driven design with cutting-edge materials, resulting in lingerie that supports both aesthetic appeal and physical ease. The popularity of athleisure and functional design elements has expanded lingerie into wellness and sleepwear categories. With smart fabrics and ergonomic cuts, consumers no longer must choose between style and comfort. Technological integration enhances differentiation, encouraging brand loyalty and premium pricing in a market defined by quality-conscious buyers.

Sustainability and Inclusion as Competitive Differentiators

A growing cohort of South Korean consumers demonstrates a willingness to pay more for sustainable and inclusive products. The market is witnessing a surge in demand for eco-conscious lingerie lines made from recycled materials, biodegradable fibers, and produced via transparent ethical processes. At the same time, inclusivity, through extended sizing, diverse models, and gender-neutral collections, is gaining traction, capturing previously underserved customer groups. Brands that effectively combine social responsibility with quality and design are achieving higher engagement and trust. This dual paradigm of sustainability and inclusivity helps brands stand out in a crowded market, deepen consumer loyalty, and align with shifting cultural values, fueling growth in South Korea's lingerie landscape.

SOUTH KOREA LINGERIE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, material, price range, and distribution channel.

Product Type Insights:

Brassiere

Knickers or Panties

Shapewear

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes brassiere, knickers or panties, shapewear, and others.

Material Insights:

Cotton

Silk

Satin

Nylon

Others

A detailed breakup and analysis of the market based on the material have also been provided in the report. This includes cotton, silk, satin, nylon, and others.

Price Range Insights:

Economy

Premium

A detailed breakup and analysis of the market based on the price range have also been provided in the report. This includes economy and premium.

Distribution Channel Insights:

Mass Merchandizers

Specialized Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes mass merchandizers, specialized stores, online stores, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea lingerie market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea lingerie market on the basis of product type?

What is the breakup of the South Korea lingerie market on the basis of material?

What is the breakup of the South Korea lingerie market on the basis of price range?

What is the breakup of the South Korea lingerie market on the basis of distribution channel?

What is the breakup of the South Korea lingerie market on the basis of region?

What are the various stages in the value chain of the South Korea lingerie market?

What are the key driving factors and challenges in the South Korea lingerie market?

What is the structure of the South Korea lingerie market and who are the key players?

What is the degree of competition in the South Korea lingerie market?

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