

Global Seamless Underwear for Men Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Seamless Underwear for Men market size is predicted to grow from US\$ 5341 million in 2025 to US\$ 7605 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Seamless Underwear for Men refers to male intimate apparel manufactured using seamless knitting or bonding technology that eliminates side seams and stitching, designed to enhance comfort, reduce chafing, provide body-contouring fit, and improve breathability and flexibility, widely used in daily wear, sports performance, and business comfort applications.

Seamless underwear for men industry chain consists of upstream suppliers of cotton, polyester, nylon, spandex, bamboo fiber, dyeing chemicals, and elastic yarns, midstream manufacturers engaged in circular knitting, seamless molding, bonding, cutting, heat sealing, product design, sizing engineering, and quality inspection, and downstream distribution channels including apparel brands, sportswear companies, fast fashion retailers, department stores, e-commerce platforms, and direct-to-consumer brands, serving global male consumers across lifestyle, business, and sports segments, with demand driven by comfort clothing trends, athleisure expansion, functional performance wear adoption, and increasing preference for invisible, skin-friendly, and ergonomic innerwear worldwide.

Seamless underwear for men projects under construction and planned include expansion of high-efficiency circular knitting factories in China, Vietnam, and Indonesia, development of smart textile production lines integrating AI-driven fit design and body scanning systems, investment in sustainable fiber materials such as recycled polyester and organic cotton blends, establishment of global OEM and ODM manufacturing hubs

for sportswear and underwear brands, introduction of antibacterial, odor-control, and temperature-regulating fabric technologies, expansion of direct-to-consumer performance underwear brands, and R&D initiatives focused on ultra-lightweight breathable materials and adaptive compression structures, while companies enhance global e-commerce distribution and supply chain integration.

Global Market Average Gross Profit Margin: 47%.

The seamless underwear for men market is experiencing steady growth driven by increasing demand for comfort-focused and performance-oriented innerwear. Consumers are shifting from traditional stitched underwear to seamless alternatives due to improved comfort, reduced friction, and better fit. The rise of athleisure and fitness lifestyles is significantly boosting demand for functional underwear with moisture-wicking and compression features. E-commerce expansion is accelerating global product accessibility and brand penetration. Fashion trends emphasizing minimalist and invisible innerwear are supporting adoption in daily wear segments. Technological advancements in circular knitting are enabling more ergonomic and breathable designs. Premium brands are focusing on antibacterial and temperature-regulating fabrics to differentiate products. The business wear segment is increasingly adopting seamless underwear for all-day comfort. Asia Pacific dominates production while also becoming a fast-growing consumption market. Competition is intensifying with both global apparel brands and low-cost manufacturers expanding aggressively.

Market due to strong textile manufacturing capabilities in China, Vietnam, Bangladesh, and Indonesia, combined with rising domestic consumption. China is both a major production hub and rapidly growing consumer market. North America shows strong demand driven by sports participation, athleisure adoption, and high disposable income. Europe emphasizes premium, sustainable, and functional underwear products, with strong demand for eco-friendly materials. Latin America is emerging with increasing retail penetration and growing fashion awareness. The Middle East and Africa show moderate but steady growth driven by urbanization and improving retail infrastructure. Regional preferences vary, with performance underwear dominating developed markets and cost-effective products leading in emerging economies.

The market is moderately fragmented with strong competition between global apparel brands, sportswear companies, and regional OEM manufacturers. Asian manufacturers dominate cost-efficient production and supply chain scale advantages. European and US brands lead in premium positioning, sustainability, and innovation-driven product development. Competition is driven by fabric technology, comfort performance, and

brand differentiation rather than basic design. Private label manufacturing plays a significant role in fast fashion distribution. E-commerce branding, influencer marketing, and digital channels are critical for consumer acquisition. Continuous product innovation cycles and rapid SKU expansion define competitive intensity. Brand differentiation increasingly relies on material science, ergonomic design, and sustainability credentials.

LPI (LP Information)' newest research report, the 'Seamless Underwear for Men Industry Forecast' looks at past sales and reviews total world Seamless Underwear for Men sales in 2025, providing a comprehensive analysis by region and market sector of projected Seamless Underwear for Men sales for 2026 through 2032. With Seamless Underwear for Men sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Seamless Underwear for Men industry.

This Insight Report provides a comprehensive analysis of the global Seamless Underwear for Men landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Seamless Underwear for Men portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Seamless Underwear for Men market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Seamless Underwear for Men and breaks down the forecast by Fabric Type, by Sales Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Seamless Underwear for Men.

This report presents a comprehensive overview, market shares, and growth opportunities of Seamless Underwear for Men market by product type, application, key players and key regions and countries.

Segmentation by Fabric Type:

Nylon Spandex

Polyester Spandex

Cotton Blend

Others

Segmentation by Product Form Type:

Seamless Panties

Seamless Shirt

Others

Segmentation by Manufacturing Technology:

Circular Knitting

Bonded

Laser Cut

Heat Sealed

Others

Segmentation by Sales Channel:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

UNIQLO

HanesBrands

Jockey

Nike

Adidas

Under Armour

Calvin Klein

Lululemon

Decathlon

Triumph International

Aimer

Cosmo Lady

Embry Form

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