

Global Seamless Underwear for Women Market Growth 2026-2032

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Abstracts

The global Seamless Underwear for Women market size is predicted to grow from US\$ 5503 million in 2025 to US\$ 7835 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Seamless Underwear for Women refers to intimate apparel designed using seamless knitting or bonding technology that eliminates visible stitches and seams, providing a smooth silhouette under clothing, enhanced comfort, reduced skin irritation, and improved stretchability, widely used for everyday wear, activewear, and fashion applications where invisibility and body-contouring fit are required.

Seamless underwear for women industry chain consists of upstream suppliers of synthetic fibers such as nylon, spandex, polyester, cotton blends, dyeing chemicals, elastic yarns, and textile additives, midstream manufacturers engaged in circular knitting, seamless molding, bonding, cutting, heat sealing, design development, sizing, and quality inspection, and downstream distribution channels including fashion retail stores, supermarkets, specialty lingerie brands, e-commerce platforms, and direct-to-consumer online brands, serving global female consumers across different age groups, lifestyles, and income levels, with demand driven by comfort fashion trends, athleisure growth, body shaping needs, and increasing preference for invisible undergarments under tight-fitting clothing worldwide.

Seamless underwear for women projects under construction and planned include expansion of automated circular knitting factories in China, Vietnam, and Bangladesh, investment in smart textile production lines with AI-based pattern design systems, development of eco-friendly recycled nylon and biodegradable elastic fibers, establishment of direct-to-consumer seamless lingerie brands, integration of 3D body

scanning customization technology, construction of high-capacity OEM/ODM production hubs for global fashion brands, and R&D initiatives focused on antibacterial fabrics, temperature-regulating fibers, and ultra-thin breathable materials, while companies also expand cross-border e-commerce logistics networks and sustainable textile innovation programs to meet growing global demand.

Global Market Sales Volume: 1.25 Billion Units, Average Global Market Price: \$4.5 Per Unit, Market Average Gross Profit Margin: 48%.

The seamless underwear for women market is growing steadily due to rising demand for comfort-focused and aesthetic innerwear. Consumers increasingly prefer seamless designs because they eliminate visible panty lines and enhance body shaping under tight clothing. The expansion of athleisure and fitness lifestyles has significantly boosted adoption. Fast fashion brands are rapidly introducing affordable seamless collections to capture mass-market demand. Technological advancements in knitting machinery have enabled large-scale production with improved elasticity and comfort. Sustainability concerns are encouraging the use of recycled fibers and eco-friendly dyes. E-commerce platforms are the dominant distribution channel, enabling global reach and fast trend diffusion. Social media influence and influencer marketing are accelerating product visibility and consumer acceptance. Premium brands are focusing on innovative fabrics and ergonomic designs to differentiate themselves. The market is highly competitive with frequent product launches and style updates.

Asia Pacific dominates the market due to strong textile manufacturing bases in China, Vietnam, and Bangladesh and rising domestic consumption. China is both a leading production hub and a fast-growing consumer market. North America shows strong demand driven by fashion consciousness, athleisure trends, and high disposable income. Europe emphasizes sustainable and premium seamless underwear with strong regulatory focus on textile safety and eco-friendly materials. Latin America is emerging with growing retail penetration and increasing awareness of comfort apparel. The Middle East and Africa are gradually expanding markets supported by urbanization and rising fashion retail infrastructure. Regional differences exist in style preferences, with shaping underwear more popular in Western markets and lightweight breathable designs preferred in tropical regions.

The market is shifting toward ultra-soft, breathable, and skin-friendly fabrics. Seamless shaping underwear with body contouring effects is gaining popularity. Recycled nylon and sustainable fibers are becoming mainstream in premium segments. Integration of antimicrobial and moisture-wicking technologies is increasing. Custom-fit underwear

using 3D body scanning is an emerging trend. Wireless knitting and zero-waste production technologies are gaining attention. Direct-to-consumer brands are growing rapidly through social media marketing. Multi-functional underwear combining comfort, shaping, and sports use is expanding. Color-neutral and invisible designs remain dominant in daily wear categories.

The market is highly fragmented with global fashion brands, regional textile manufacturers, and emerging DTC brands competing intensively. Chinese and Southeast Asian manufacturers dominate production due to cost efficiency and advanced knitting capacity. European and US brands lead in premium design, branding, and sustainability positioning. Competition is driven by innovation in fabric technology, comfort enhancement, and aesthetic invisibility. Branding, influencer marketing, and e-commerce presence are critical success factors. Private label manufacturing plays a significant role in fast fashion supply chains. Product differentiation is increasingly based on material innovation rather than basic design.

LP Information, Inc. (LPI) ' newest research report, the "Seamless Underwear for Women Industry Forecast" looks at past sales and reviews total world Seamless Underwear for Women sales in 2025, providing a comprehensive analysis by region and market sector of projected Seamless Underwear for Women sales for 2026 through 2032. With Seamless Underwear for Women 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 Women industry.

This Insight Report provides a comprehensive analysis of the global Seamless Underwear for Women landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Seamless Underwear for Women 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 Women market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Seamless Underwear for Women and breaks down the forecast by 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

Women.

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

Segmentation by Type:

Seamless Briefs

Seamless Bikini Panties

Seamless Boyshorts

Others

Segmentation by Fabric Type:

Nylon Spandex

Polyester Spandex

Cotton Blend

Microfiber

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 analysing the company's coverage, product portfolio, its market penetration.

UNIQLO

Victoria's Secret

Triumph International

Wacoal

SKIMS

Aimer

Chantelle

Ubras

NEIWAI

Cosmo Lady

Aerie

Bananain

Huijie Group

Key Questions Addressed in this Report

What is the 10-year outlook for the global Seamless Underwear for Women market?

What factors are driving Seamless Underwear for Women market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Seamless Underwear for Women market opportunities vary by end market size?

How does Seamless Underwear for Women break out by Type, by Sales Channel?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Seamless Underwear for Women Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Seamless Underwear for Women by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Seamless Underwear for Women by Country/Region, 2021, 2025 & 2032
- 2.2 Seamless Underwear for Women Segment by Type
 - 2.2.1 Seamless Briefs
 - 2.2.2 Seamless Bikini Panties
 - 2.2.3 Seamless Boyshorts
 - 2.2.4 Others
 - 2.2.5 Seamless Underwear for Women Sales by Type
 - 2.2.5.1 Global Seamless Underwear for Women Sales Market Share by Type (2021-2026)
 - 2.2.5.2 Global Seamless Underwear for Women Revenue and Market Share by Type (2021-2026)
 - 2.2.5.3 Global Seamless Underwear for Women Sale Price by Type (2021-2026)
- 2.3 Seamless Underwear for Women Segment by Fabric Type
 - 2.3.1 Nylon Spandex
 - 2.3.2 Polyester Spandex
 - 2.3.3 Cotton Blend
 - 2.3.4 Microfiber
 - 2.3.5 Others
 - 2.3.6 Seamless Underwear for Women Sales by Fabric Type

2.3.6.1 Global Seamless Underwear for Women Sales Market Share by Fabric Type (2021-2026)

2.3.6.2 Global Seamless Underwear for Women Revenue and Market Share by Fabric Type (2021-2026)

2.3.6.3 Global Seamless Underwear for Women Sale Price by Fabric Type (2021-2026)

2.4 Seamless Underwear for Women Segment by Manufacturing Technology

2.4.1 Circular Knitting

2.4.2 Bonded

2.4.3 Laser Cut

2.4.4 Heat Sealed

2.4.5 Others

2.4.6 Seamless Underwear for Women Sales by Manufacturing Technology

2.4.6.1 Global Seamless Underwear for Women Sales Market Share by Manufacturing Technology (2021-2026)

2.4.6.2 Global Seamless Underwear for Women Revenue and Market Share by Manufacturing Technology (2021-2026)

2.4.6.3 Global Seamless Underwear for Women Sale Price by Manufacturing Technology (2021-2026)

2.5 Seamless Underwear for Women Segment by Sales Channel

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Seamless Underwear for Women Sales by Sales Channel

2.5.3.1 Global Seamless Underwear for Women Sale Market Share by Sales Channel (2021-2026)

2.5.3.2 Global Seamless Underwear for Women Revenue and Market Share by Sales Channel (2021-2026)

2.5.3.3 Global Seamless Underwear for Women Sale Price by Sales Channel (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Seamless Underwear for Women Breakdown Data by Company

3.1.1 Global Seamless Underwear for Women Annual Sales by Company (2021-2026)

3.1.2 Global Seamless Underwear for Women Sales Market Share by Company (2021-2026)

3.2 Global Seamless Underwear for Women Annual Revenue by Company (2021-2026)

3.2.1 Global Seamless Underwear for Women Revenue by Company (2021-2026)

3.2.2 Global Seamless Underwear for Women Revenue Market Share by Company

(2021-2026)

3.3 Global Seamless Underwear for Women Sale Price by Company

3.4 Key Manufacturers Seamless Underwear for Women Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Seamless Underwear for Women Product Location Distribution

3.4.2 Players Seamless Underwear for Women Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR SEAMLESS UNDERWEAR FOR WOMEN BY GEOGRAPHIC REGION

4.1 World Historic Seamless Underwear for Women Market Size by Geographic Region (2021-2026)

4.1.1 Global Seamless Underwear for Women Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Seamless Underwear for Women Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Seamless Underwear for Women Market Size by Country/Region (2021-2026)

4.2.1 Global Seamless Underwear for Women Annual Sales by Country/Region (2021-2026)

4.2.2 Global Seamless Underwear for Women Annual Revenue by Country/Region (2021-2026)

4.3 Americas Seamless Underwear for Women Sales Growth

4.4 APAC Seamless Underwear for Women Sales Growth

4.5 Europe Seamless Underwear for Women Sales Growth

4.6 Middle East & Africa Seamless Underwear for Women Sales Growth

5 AMERICAS

5.1 Americas Seamless Underwear for Women Sales by Country

5.1.1 Americas Seamless Underwear for Women Sales by Country (2021-2026)

5.1.2 Americas Seamless Underwear for Women Revenue by Country (2021-2026)

5.2 Americas Seamless Underwear for Women Sales by Type (2021-2026)

5.3 Americas Seamless Underwear for Women Sales by Sales Channel (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Seamless Underwear for Women Sales by Region

6.1.1 APAC Seamless Underwear for Women Sales by Region (2021-2026)

6.1.2 APAC Seamless Underwear for Women Revenue by Region (2021-2026)

6.2 APAC Seamless Underwear for Women Sales by Type (2021-2026)

6.3 APAC Seamless Underwear for Women Sales by Sales Channel (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Seamless Underwear for Women by Country

7.1.1 Europe Seamless Underwear for Women Sales by Country (2021-2026)

7.1.2 Europe Seamless Underwear for Women Revenue by Country (2021-2026)

7.2 Europe Seamless Underwear for Women Sales by Type (2021-2026)

7.3 Europe Seamless Underwear for Women Sales by Sales Channel (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Seamless Underwear for Women by Country

8.1.1 Middle East & Africa Seamless Underwear for Women Sales by Country (2021-2026)

8.1.2 Middle East & Africa Seamless Underwear for Women Revenue by Country (2021-2026)

8.2 Middle East & Africa Seamless Underwear for Women Sales by Type (2021-2026)

8.3 Middle East & Africa Seamless Underwear for Women Sales by Sales Channel (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Seamless Underwear for Women

10.3 Manufacturing Process Analysis of Seamless Underwear for Women

10.4 Industry Chain Structure of Seamless Underwear for Women

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Seamless Underwear for Women Distributors

11.3 Seamless Underwear for Women Customer

12 WORLD FORECAST REVIEW FOR SEAMLESS UNDERWEAR FOR WOMEN BY GEOGRAPHIC REGION

12.1 Global Seamless Underwear for Women Market Size Forecast by Region

12.1.1 Global Seamless Underwear for Women Forecast by Region (2027-2032)

12.1.2 Global Seamless Underwear for Women Annual Revenue Forecast by Region (2027-2032)

- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Seamless Underwear for Women Forecast by Type (2027-2032)
- 12.7 Global Seamless Underwear for Women Forecast by Sales Channel (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 UNIQLO

- 13.1.1 UNIQLO Company Information
- 13.1.2 UNIQLO Seamless Underwear for Women Product Portfolios and Specifications
- 13.1.3 UNIQLO Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 UNIQLO Main Business Overview
- 13.1.5 UNIQLO Latest Developments

13.2 Victoria's Secret

- 13.2.1 Victoria's Secret Company Information
- 13.2.2 Victoria's Secret Seamless Underwear for Women Product Portfolios and Specifications
- 13.2.3 Victoria's Secret Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 Victoria's Secret Main Business Overview
- 13.2.5 Victoria's Secret Latest Developments

13.3 Triumph International

- 13.3.1 Triumph International Company Information
- 13.3.2 Triumph International Seamless Underwear for Women Product Portfolios and Specifications
- 13.3.3 Triumph International Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Triumph International Main Business Overview
- 13.3.5 Triumph International Latest Developments

13.4 Wacoal

- 13.4.1 Wacoal Company Information
- 13.4.2 Wacoal Seamless Underwear for Women Product Portfolios and Specifications
- 13.4.3 Wacoal Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.4.4 Wacoal Main Business Overview

13.4.5 Wacoal Latest Developments

13.5 SKIMS

13.5.1 SKIMS Company Information

13.5.2 SKIMS Seamless Underwear for Women Product Portfolios and Specifications

13.5.3 SKIMS Seamless Underwear for Women Sales, Revenue, Price and Gross

Margin (2021-2026)

13.5.4 SKIMS Main Business Overview

13.5.5 SKIMS Latest Developments

13.6 Aimer

13.6.1 Aimer Company Information

13.6.2 Aimer Seamless Underwear for Women Product Portfolios and Specifications

13.6.3 Aimer Seamless Underwear for Women Sales, Revenue, Price and Gross

Margin (2021-2026)

13.6.4 Aimer Main Business Overview

13.6.5 Aimer Latest Developments

13.7 Chantelle

13.7.1 Chantelle Company Information

13.7.2 Chantelle Seamless Underwear for Women Product Portfolios and

Specifications

13.7.3 Chantelle Seamless Underwear for Women Sales, Revenue, Price and Gross

Margin (2021-2026)

13.7.4 Chantelle Main Business Overview

13.7.5 Chantelle Latest Developments

13.8 Ubras

13.8.1 Ubras Company Information

13.8.2 Ubras Seamless Underwear for Women Product Portfolios and Specifications

13.8.3 Ubras Seamless Underwear for Women Sales, Revenue, Price and Gross

Margin (2021-2026)

13.8.4 Ubras Main Business Overview

13.8.5 Ubras Latest Developments

13.9 NEIWAI

13.9.1 NEIWAI Company Information

13.9.2 NEIWAI Seamless Underwear for Women Product Portfolios and Specifications

13.9.3 NEIWAI Seamless Underwear for Women Sales, Revenue, Price and Gross

Margin (2021-2026)

13.9.4 NEIWAI Main Business Overview

13.9.5 NEIWAI Latest Developments

13.10 Cosmo Lady

13.10.1 Cosmo Lady Company Information

13.10.2 Cosmo Lady Seamless Underwear for Women Product Portfolios and Specifications

13.10.3 Cosmo Lady Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Cosmo Lady Main Business Overview

13.10.5 Cosmo Lady Latest Developments

13.11 Aerie

13.11.1 Aerie Company Information

13.11.2 Aerie Seamless Underwear for Women Product Portfolios and Specifications

13.11.3 Aerie Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Aerie Main Business Overview

13.11.5 Aerie Latest Developments

13.12 Bananain

13.12.1 Bananain Company Information

13.12.2 Bananain Seamless Underwear for Women Product Portfolios and Specifications

13.12.3 Bananain Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Bananain Main Business Overview

13.12.5 Bananain Latest Developments

13.13 Huijie Group

13.13.1 Huijie Group Company Information

13.13.2 Huijie Group Seamless Underwear for Women Product Portfolios and Specifications

13.13.3 Huijie Group Seamless Underwear for Women Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Huijie Group Main Business Overview

13.13.5 Huijie Group Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Seamless Underwear for Women Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Seamless Underwear for Women Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Seamless Briefs

Table 4. Major Players of Seamless Bikini Panties

Table 5. Major Players of Seamless Boyshorts

Table 6. Major Players of Others

Table 7. Global Seamless Underwear for Women Sales by Type (2021-2026) & (K Units)

Table 8. Global Seamless Underwear for Women Sales Market Share by Type (2021-2026)

Table 9. Global Seamless Underwear for Women Revenue by Type (2021-2026) & (\$ million)

Table 10. Global Seamless Underwear for Women Revenue Market Share by Type (2021-2026)

Table 11. Global Seamless Underwear for Women Sale Price by Type (2021-2026) & (US\$/Unit)

Table 12. Major Players of Nylon Spandex

Table 13. Major Players of Polyester Spandex

Table 14. Major Players of Cotton Blend

Table 15. Major Players of Microfiber

Table 16. Major Players of Others

Table 17. Global Seamless Underwear for Women Sales by Fabric Type (2021-2026) & (K Units)

Table 18. Global Seamless Underwear for Women Sales Market Share by Fabric Type (2021-2026)

Table 19. Global Seamless Underwear for Women Revenue by Fabric Type (2021-2026) & (\$ million)

Table 20. Global Seamless Underwear for Women Revenue Market Share by Fabric Type (2021-2026)

Table 21. Global Seamless Underwear for Women Sale Price by Fabric Type (2021-2026) & (US\$/Unit)

Table 22. Major Players of Circular Knitting

Table 23. Major Players of Bonded

Table 24. Major Players of Laser Cut

Table 25. Major Players of Heat Sealed

Table 26. Major Players of Others

Table 27. Global Seamless Underwear for Women Sales by Manufacturing Technology (2021-2026) & (K Units)

Table 28. Global Seamless Underwear for Women Sales Market Share by Manufacturing Technology (2021-2026)

Table 29. Global Seamless Underwear for Women Revenue by Manufacturing Technology (2021-2026) & (\$ million)

Table 30. Global Seamless Underwear for Women Revenue Market Share by Manufacturing Technology (2021-2026)

Table 31. Global Seamless Underwear for Women Sale Price by Manufacturing Technology (2021-2026) & (US\$/Unit)

Table 32. Global Seamless Underwear for Women Sale by Sales Channel (2021-2026) & (K Units)

Table 33. Global Seamless Underwear for Women Sale Market Share by Sales Channel (2021-2026)

Table 34. Global Seamless Underwear for Women Revenue by Sales Channel (2021-2026) & (\$ million)

Table 35. Global Seamless Underwear for Women Revenue Market Share by Sales Channel (2021-2026)

Table 36. Global Seamless Underwear for Women Sale Price by Sales Channel (2021-2026) & (US\$/Unit)

Table 37. Global Seamless Underwear for Women Sales by Company (2021-2026) & (K Units)

Table 38. Global Seamless Underwear for Women Sales Market Share by Company (2021-2026)

Table 39. Global Seamless Underwear for Women Revenue by Company (2021-2026) & (\$ millions)

Table 40. Global Seamless Underwear for Women Revenue Market Share by Company (2021-2026)

Table 41. Global Seamless Underwear for Women Sale Price by Company (2021-2026) & (US\$/Unit)

Table 42. Key Manufacturers Seamless Underwear for Women Producing Area Distribution and Sales Area

Table 43. Players Seamless Underwear for Women Products Offered

Table 44. Seamless Underwear for Women Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 45. New Products and Potential Entrants

Table 46. Market M&A Activity & Strategy

Table 47. Global Seamless Underwear for Women Sales by Geographic Region (2021-2026) & (K Units)

Table 48. Global Seamless Underwear for Women Sales Market Share Geographic Region (2021-2026)

Table 49. Global Seamless Underwear for Women Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 50. Global Seamless Underwear for Women Revenue Market Share by Geographic Region (2021-2026)

Table 51. Global Seamless Underwear for Women Sales by Country/Region (2021-2026) & (K Units)

Table 52. Global Seamless Underwear for Women Sales Market Share by Country/Region (2021-2026)

Table 53. Global Seamless Underwear for Women Revenue by Country/Region (2021-2026) & (\$ millions)

Table 54. Global Seamless Underwear for Women Revenue Market Share by Country/Region (2021-2026)

Table 55. Americas Seamless Underwear for Women Sales by Country (2021-2026) & (K Units)

Table 56. Americas Seamless Underwear for Women Sales Market Share by Country (2021-2026)

Table 57. Americas Seamless Underwear for Women Revenue by Country (2021-2026) & (\$ millions)

Table 58. Americas Seamless Underwear for Women Sales by Type (2021-2026) & (K Units)

Table 59. Americas Seamless Underwear for Women Sales by Sales Channel (2021-2026) & (K Units)

Table 60. APAC Seamless Underwear for Women Sales by Region (2021-2026) & (K Units)

Table 61. APAC Seamless Underwear for Women Sales Market Share by Region (2021-2026)

Table 62. APAC Seamless Underwear for Women Revenue by Region (2021-2026) & (\$ millions)

Table 63. APAC Seamless Underwear for Women Sales by Type (2021-2026) & (K Units)

Table 64. APAC Seamless Underwear for Women Sales by Sales Channel (2021-2026) & (K Units)

Table 65. Europe Seamless Underwear for Women Sales by Country (2021-2026) & (K Units)

Table 66. Europe Seamless Underwear for Women Revenue by Country (2021-2026) & (\$ millions)

Table 67. Europe Seamless Underwear for Women Sales by Type (2021-2026) & (K Units)

Table 68. Europe Seamless Underwear for Women Sales by Sales Channel (2021-2026) & (K Units)

Table 69. Middle East & Africa Seamless Underwear for Women Sales by Country (2021-2026) & (K Units)

Table 70. Middle East & Africa Seamless Underwear for Women Revenue Market Share by Country (2021-2026)

Table 71. Middle East & Africa Seamless Underwear for Women Sales by Type (2021-2026) & (K Units)

Table 72. Middle East & Africa Seamless Underwear for Women Sales by Sales Channel (2021-2026) & (K Units)

Table 73. Key Market Drivers & Growth Opportunities of Seamless Underwear for Women

Table 74. Key Market Challenges & Risks of Seamless Underwear for Women

Table 75. Key Industry Trends of Seamless Underwear for Women

Table 76. Seamless Underwear for Women Raw Material

Table 77. Key Suppliers of Raw Materials

Table 78. Seamless Underwear for Women Distributors List

Table 79. Seamless Underwear for Women Customer List

Table 80. Global Seamless Underwear for Women Sales Forecast by Region (2027-2032) & (K Units)

Table 81. Global Seamless Underwear for Women Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 82. Americas Seamless Underwear for Women Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Americas Seamless Underwear for Women Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. APAC Seamless Underwear for Women Sales Forecast by Region (2027-2032) & (K Units)

Table 85. APAC Seamless Underwear for Women Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 86. Europe Seamless Underwear for Women Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Europe Seamless Underwear for Women Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. Middle East & Africa Seamless Underwear for Women Sales Forecast by

Country (2027-2032) & (K Units)

Table 89. Middle East & Africa Seamless Underwear for Women Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 90. Global Seamless Underwear for Women Sales Forecast by Type (2027-2032) & (K Units)

Table 91. Global Seamless Underwear for Women Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 92. Global Seamless Underwear for Women Sales Forecast by Sales Channel (2027-2032) & (K Units)

Table 93. Global Seamless Underwear for Women Revenue Forecast by Sales Channel (2027-2032) & (\$ millions)

Table 94. UNIQLO Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 95. UNIQLO Seamless Underwear for Women Product Portfolios and Specifications

Table 96. UNIQLO Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 97. UNIQLO Main Business

Table 98. UNIQLO Latest Developments

Table 99. Victoria's Secret Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 100. Victoria's Secret Seamless Underwear for Women Product Portfolios and Specifications

Table 101. Victoria's Secret Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 102. Victoria's Secret Main Business

Table 103. Victoria's Secret Latest Developments

Table 104. Triumph International Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 105. Triumph International Seamless Underwear for Women Product Portfolios and Specifications

Table 106. Triumph International Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 107. Triumph International Main Business

Table 108. Triumph International Latest Developments

Table 109. Wacoal Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 110. Wacoal Seamless Underwear for Women Product Portfolios and Specifications

Table 111. Wacoal Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 112. Wacoal Main Business

Table 113. Wacoal Latest Developments

Table 114. SKIMS Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 115. SKIMS Seamless Underwear for Women Product Portfolios and Specifications

Table 116. SKIMS Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 117. SKIMS Main Business

Table 118. SKIMS Latest Developments

Table 119. Aimer Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 120. Aimer Seamless Underwear for Women Product Portfolios and Specifications

Table 121. Aimer Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 122. Aimer Main Business

Table 123. Aimer Latest Developments

Table 124. Chantelle Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 125. Chantelle Seamless Underwear for Women Product Portfolios and Specifications

Table 126. Chantelle Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 127. Chantelle Main Business

Table 128. Chantelle Latest Developments

Table 129. Ubras Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 130. Ubras Seamless Underwear for Women Product Portfolios and Specifications

Table 131. Ubras Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 132. Ubras Main Business

Table 133. Ubras Latest Developments

Table 134. NEIWAI Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 135. NEIWAI Seamless Underwear for Women Product Portfolios and

Specifications

Table 136. NEIWAI Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 137. NEIWAI Main Business

Table 138. NEIWAI Latest Developments

Table 139. Cosmo Lady Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 140. Cosmo Lady Seamless Underwear for Women Product Portfolios and Specifications

Table 141. Cosmo Lady Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 142. Cosmo Lady Main Business

Table 143. Cosmo Lady Latest Developments

Table 144. Aerie Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 145. Aerie Seamless Underwear for Women Product Portfolios and Specifications

Table 146. Aerie Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 147. Aerie Main Business

Table 148. Aerie Latest Developments

Table 149. Bananain Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 150. Bananain Seamless Underwear for Women Product Portfolios and Specifications

Table 151. Bananain Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 152. Bananain Main Business

Table 153. Bananain Latest Developments

Table 154. Huijie Group Basic Information, Seamless Underwear for Women Manufacturing Base, Sales Area and Its Competitors

Table 155. Huijie Group Seamless Underwear for Women Product Portfolios and Specifications

Table 156. Huijie Group Seamless Underwear for Women Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 157. Huijie Group Main Business

Table 158. Huijie Group Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Seamless Underwear for Women
- Figure 2. Seamless Underwear for Women Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Seamless Underwear for Women Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Seamless Underwear for Women Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Seamless Underwear for Women Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Seamless Underwear for Women Sales Market Share by Country/Region (2025)
- Figure 10. Seamless Underwear for Women Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Seamless Briefs
- Figure 12. Product Picture of Seamless Bikini Panties
- Figure 13. Product Picture of Seamless Boyshorts
- Figure 14. Product Picture of Others
- Figure 15. Global Seamless Underwear for Women Sales Market Share by Type in 2026
- Figure 16. Global Seamless Underwear for Women Revenue Market Share by Type (2021-2026)
- Figure 17. Product Picture of Nylon Spandex
- Figure 18. Product Picture of Polyester Spandex
- Figure 19. Product Picture of Cotton Blend
- Figure 20. Product Picture of Microfiber
- Figure 21. Product Picture of Others
- Figure 22. Global Seamless Underwear for Women Sales Market Share by Fabric Type in 2026
- Figure 23. Global Seamless Underwear for Women Revenue Market Share by Fabric Type (2021-2026)
- Figure 24. Product Picture of Circular Knitting
- Figure 25. Product Picture of Bonded
- Figure 26. Product Picture of Laser Cut

Figure 27. Product Picture of Heat Sealed

Figure 28. Product Picture of Others

Figure 29. Global Seamless Underwear for Women Sales Market Share by Manufacturing Technology in 2026

Figure 30. Global Seamless Underwear for Women Revenue Market Share by Manufacturing Technology (2021-2026)

Figure 31. Seamless Underwear for Women Consumed in Online Sales

Figure 32. Global Seamless Underwear for Women Market: Online Sales (2021-2026) & (K Units)

Figure 33. Seamless Underwear for Women Consumed in Offline Sales

Figure 34. Global Seamless Underwear for Women Market: Offline Sales (2021-2026) & (K Units)

Figure 35. Global Seamless Underwear for Women Sale Market Share by Sales Channel (2025)

Figure 36. Global Seamless Underwear for Women Revenue Market Share by Sales Channel in 2025

Figure 37. Seamless Underwear for Women Sales by Company in 2025 (K Units)

Figure 38. Global Seamless Underwear for Women Sales Market Share by Company in 2025

Figure 39. Seamless Underwear for Women Revenue by Company in 2025 (\$ millions)

Figure 40. Global Seamless Underwear for Women Revenue Market Share by Company in 2025

Figure 41. Global Seamless Underwear for Women Sales Market Share by Geographic Region (2021-2026)

Figure 42. Global Seamless Underwear for Women Revenue Market Share by Geographic Region in 2025

Figure 43. Americas Seamless Underwear for Women Sales 2021-2026 (K Units)

Figure 44. Americas Seamless Underwear for Women Revenue 2021-2026 (\$ millions)

Figure 45. APAC Seamless Underwear for Women Sales 2021-2026 (K Units)

Figure 46. APAC Seamless Underwear for Women Revenue 2021-2026 (\$ millions)

Figure 47. Europe Seamless Underwear for Women Sales 2021-2026 (K Units)

Figure 48. Europe Seamless Underwear for Women Revenue 2021-2026 (\$ millions)

Figure 49. Middle East & Africa Seamless Underwear for Women Sales 2021-2026 (K Units)

Figure 50. Middle East & Africa Seamless Underwear for Women Revenue 2021-2026 (\$ millions)

Figure 51. Americas Seamless Underwear for Women Sales Market Share by Country in 2025

Figure 52. Americas Seamless Underwear for Women Revenue Market Share by

Country (2021-2026)

Figure 53. Americas Seamless Underwear for Women Sales Market Share by Type (2021-2026)

Figure 54. Americas Seamless Underwear for Women Sales Market Share by Sales Channel (2021-2026)

Figure 55. United States Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 56. Canada Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 57. Mexico Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 58. Brazil Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 59. APAC Seamless Underwear for Women Sales Market Share by Region in 2025

Figure 60. APAC Seamless Underwear for Women Revenue Market Share by Region (2021-2026)

Figure 61. APAC Seamless Underwear for Women Sales Market Share by Type (2021-2026)

Figure 62. APAC Seamless Underwear for Women Sales Market Share by Sales Channel (2021-2026)

Figure 63. China Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 64. Japan Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 65. South Korea Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 66. Southeast Asia Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 67. India Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 68. Australia Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 69. China Taiwan Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 70. Europe Seamless Underwear for Women Sales Market Share by Country in 2025

Figure 71. Europe Seamless Underwear for Women Revenue Market Share by Country (2021-2026)

Figure 72. Europe Seamless Underwear for Women Sales Market Share by Type (2021-2026)

Figure 73. Europe Seamless Underwear for Women Sales Market Share by Sales Channel (2021-2026)

Figure 74. Germany Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 75. France Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 76. UK Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 77. Italy Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 78. Russia Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 79. Middle East & Africa Seamless Underwear for Women Sales Market Share by Country (2021-2026)

Figure 80. Middle East & Africa Seamless Underwear for Women Sales Market Share by Type (2021-2026)

Figure 81. Middle East & Africa Seamless Underwear for Women Sales Market Share by Sales Channel (2021-2026)

Figure 82. Egypt Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 83. South Africa Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 84. Israel Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 85. Turkey Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 86. GCC Countries Seamless Underwear for Women Revenue Growth 2021-2026 (\$ millions)

Figure 87. Manufacturing Cost Structure Analysis of Seamless Underwear for Women in 2026

Figure 88. Manufacturing Process Analysis of Seamless Underwear for Women

Figure 89. Industry Chain Structure of Seamless Underwear for Women

Figure 90. Channels of Distribution

Figure 91. Global Seamless Underwear for Women Sales Market Forecast by Region (2027-2032)

Figure 92. Global Seamless Underwear for Women Revenue Market Share Forecast by Region (2027-2032)

Figure 93. Global Seamless Underwear for Women Sales Market Share Forecast by Type (2027-2032)

Figure 94. Global Seamless Underwear for Women Revenue Market Share Forecast by Type (2027-2032)

Figure 95. Global Seamless Underwear for Women Sales Market Share Forecast by Sales Channel (2027-2032)

Figure 96. Global Seamless Underwear for Women Revenue Market Share Forecast by Sales Channel (2027-2032)

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