

Global Sports Bra Market Growth 2026-2032

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Abstracts

The global Sports Bra market size is predicted to grow from US\$ 10790 million in 2025 to US\$ 14067 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

Sports bras are functional undergarments specifically designed to provide women with support, comfort, and protection during athletic activities, fitness training, or daily routines. In 2025, global Sports Bra production reached approximately 1103 million units, with an average global market price of around 10 US\$/Unit. The production capacity of Sports Bra reaches 1480 million units, and the industry's gross profit margin is approximately between 30% and 50%.

The growth of the sports bra market is primarily driven by a confluence of factors: heightened health awareness among women, continuously rising participation in fitness and sports activities, increased female purchasing power, and the widespread popularity of the athleisure trend. An increasing number of women now recognize the critical importance of specialized sports bras in preventing ligament damage to the breasts, enhancing athletic performance, and boosting comfort and self-confidence, prompting a shift away from everyday bras toward functional, performance-oriented products. Concurrently, the rise of social media and fitness culture has intensified the focus on the technical sophistication of athletic gear, compelling brands to continuously innovate in areas such as support technology, fabric development, size inclusivity, and design aesthetics. Furthermore, the integration of sustainability principles, increased attention to the plus-size and large-bust market segments, and the application of high-performance materials such as recycled fibers and smart temperature-regulating fabrics have further expanded the value proposition of these products. This evolution has transformed sports bras from basic functional items into a high-growth consumer category that seamlessly blends health, technology, fashion, and self-expression.

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

This Insight Report provides a comprehensive analysis of the global Sports Bra 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 Sports Bra portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sports Bra market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Bra and breaks down the forecast by Type, by Application, 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 Sports Bra.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Bra market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Low-Support

Medium-Support

High-Support

Segmentation by Function:

Basic Functionality Type

High-Performance Technology Type

Segmentation by Structure:

Compression Type

Encapsulation Type

Combination Type

Segmentation by Application:

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.

Nike

Adidas

Under Armour

Lululemon

Mizuno

ANTA

Hanes

Lorna Jane

Brooks Running

Decathlon

Columbia

Wacoal

Puma

Gap

The North Face

Fast Retailing

Li-Ning

Reebok

Asics

New Balance

NEIWAI

Key Questions Addressed in this Report

What is the 10-year outlook for the global Sports Bra market?

What factors are driving Sports Bra market growth, globally and by region?

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

How do Sports Bra market opportunities vary by end market size?

How does Sports Bra break out by Type, by Application?

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 Sports Bra Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Sports Bra by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Sports Bra by Country/Region, 2021, 2025 & 2032
- 2.2 Sports Bra Segment by Type
 - 2.2.1 Low-Support
 - 2.2.2 Medium-Support
 - 2.2.3 High-Support
 - 2.2.4 Sports Bra Sales by Type
 - 2.2.4.1 Global Sports Bra Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Sports Bra Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Sports Bra Sale Price by Type (2021-2026)
- 2.3 Sports Bra Segment by Function
 - 2.3.1 Basic Functionality Type
 - 2.3.2 High-Performance Technology Type
 - 2.3.3 Sports Bra Sales by Function
 - 2.3.3.1 Global Sports Bra Sales Market Share by Function (2021-2026)
 - 2.3.3.2 Global Sports Bra Revenue and Market Share by Function (2021-2026)
 - 2.3.3.3 Global Sports Bra Sale Price by Function (2021-2026)
- 2.4 Sports Bra Segment by Structure
 - 2.4.1 Compression Type
 - 2.4.2 Encapsulation Type

2.4.3 Combination Type

2.4.4 Sports Bra Sales by Structure

2.4.4.1 Global Sports Bra Sales Market Share by Structure (2021-2026)

2.4.4.2 Global Sports Bra Revenue and Market Share by Structure (2021-2026)

2.4.4.3 Global Sports Bra Sale Price by Structure (2021-2026)

2.5 Sports Bra Segment by Application

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Sports Bra Sales by Application

2.5.3.1 Global Sports Bra Sale Market Share by Application (2021-2026)

2.5.3.2 Global Sports Bra Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Sports Bra Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Sports Bra Breakdown Data by Company

3.1.1 Global Sports Bra Annual Sales by Company (2021-2026)

3.1.2 Global Sports Bra Sales Market Share by Company (2021-2026)

3.2 Global Sports Bra Annual Revenue by Company (2021-2026)

3.2.1 Global Sports Bra Revenue by Company (2021-2026)

3.2.2 Global Sports Bra Revenue Market Share by Company (2021-2026)

3.3 Global Sports Bra Sale Price by Company

3.4 Key Manufacturers Sports Bra Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Sports Bra Product Location Distribution

3.4.2 Players Sports Bra 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 SPORTS BRA BY GEOGRAPHIC REGION

4.1 World Historic Sports Bra Market Size by Geographic Region (2021-2026)

4.1.1 Global Sports Bra Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Sports Bra Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Sports Bra Market Size by Country/Region (2021-2026)

4.2.1 Global Sports Bra Annual Sales by Country/Region (2021-2026)

- 4.2.2 Global Sports Bra Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Sports Bra Sales Growth
- 4.4 APAC Sports Bra Sales Growth
- 4.5 Europe Sports Bra Sales Growth
- 4.6 Middle East & Africa Sports Bra Sales Growth

5 AMERICAS

- 5.1 Americas Sports Bra Sales by Country
 - 5.1.1 Americas Sports Bra Sales by Country (2021-2026)
 - 5.1.2 Americas Sports Bra Revenue by Country (2021-2026)
- 5.2 Americas Sports Bra Sales by Type (2021-2026)
- 5.3 Americas Sports Bra Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Sports Bra Sales by Region
 - 6.1.1 APAC Sports Bra Sales by Region (2021-2026)
 - 6.1.2 APAC Sports Bra Revenue by Region (2021-2026)
- 6.2 APAC Sports Bra Sales by Type (2021-2026)
- 6.3 APAC Sports Bra Sales by Application (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 Sports Bra by Country
 - 7.1.1 Europe Sports Bra Sales by Country (2021-2026)
 - 7.1.2 Europe Sports Bra Revenue by Country (2021-2026)
- 7.2 Europe Sports Bra Sales by Type (2021-2026)

7.3 Europe Sports Bra Sales by Application (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 Sports Bra by Country

8.1.1 Middle East & Africa Sports Bra Sales by Country (2021-2026)

8.1.2 Middle East & Africa Sports Bra Revenue by Country (2021-2026)

8.2 Middle East & Africa Sports Bra Sales by Type (2021-2026)

8.3 Middle East & Africa Sports Bra Sales by Application (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 Sports Bra

10.3 Manufacturing Process Analysis of Sports Bra

10.4 Industry Chain Structure of Sports Bra

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Sports Bra Distributors

11.3 Sports Bra Customer

12 WORLD FORECAST REVIEW FOR SPORTS BRA BY GEOGRAPHIC REGION

12.1 Global Sports Bra Market Size Forecast by Region

12.1.1 Global Sports Bra Forecast by Region (2027-2032)

12.1.2 Global Sports Bra 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 Sports Bra Forecast by Type (2027-2032)

12.7 Global Sports Bra Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Nike

13.1.1 Nike Company Information

13.1.2 Nike Sports Bra Product Portfolios and Specifications

13.1.3 Nike Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Nike Main Business Overview

13.1.5 Nike Latest Developments

13.2 Adidas

13.2.1 Adidas Company Information

13.2.2 Adidas Sports Bra Product Portfolios and Specifications

13.2.3 Adidas Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Adidas Main Business Overview

13.2.5 Adidas Latest Developments

13.3 Under Armour

13.3.1 Under Armour Company Information

13.3.2 Under Armour Sports Bra Product Portfolios and Specifications

13.3.3 Under Armour Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Under Armour Main Business Overview

13.3.5 Under Armour Latest Developments

13.4 Lululemon

13.4.1 Lululemon Company Information

13.4.2 Lululemon Sports Bra Product Portfolios and Specifications

13.4.3 Lululemon Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Lululemon Main Business Overview

13.4.5 Lululemon Latest Developments

13.5 Mizuno

13.5.1 Mizuno Company Information

13.5.2 Mizuno Sports Bra Product Portfolios and Specifications

13.5.3 Mizuno Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Mizuno Main Business Overview

13.5.5 Mizuno Latest Developments

13.6 ANTA

13.6.1 ANTA Company Information

13.6.2 ANTA Sports Bra Product Portfolios and Specifications

13.6.3 ANTA Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 ANTA Main Business Overview

13.6.5 ANTA Latest Developments

13.7 Hanes

13.7.1 Hanes Company Information

13.7.2 Hanes Sports Bra Product Portfolios and Specifications

13.7.3 Hanes Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Hanes Main Business Overview

13.7.5 Hanes Latest Developments

13.8 Lorna Jane

13.8.1 Lorna Jane Company Information

13.8.2 Lorna Jane Sports Bra Product Portfolios and Specifications

13.8.3 Lorna Jane Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Lorna Jane Main Business Overview

13.8.5 Lorna Jane Latest Developments

13.9 Brooks Running

13.9.1 Brooks Running Company Information

13.9.2 Brooks Running Sports Bra Product Portfolios and Specifications

13.9.3 Brooks Running Sports Bra Sales, Revenue, Price and Gross Margin
(2021-2026)

13.9.4 Brooks Running Main Business Overview

13.9.5 Brooks Running Latest Developments

13.10 Decathlon

13.10.1 Decathlon Company Information

13.10.2 Decathlon Sports Bra Product Portfolios and Specifications

13.10.3 Decathlon Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Decathlon Main Business Overview

13.10.5 Decathlon Latest Developments

13.11 Columbia

13.11.1 Columbia Company Information

13.11.2 Columbia Sports Bra Product Portfolios and Specifications

13.11.3 Columbia Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Columbia Main Business Overview

13.11.5 Columbia Latest Developments

13.12 Wacoal

13.12.1 Wacoal Company Information

13.12.2 Wacoal Sports Bra Product Portfolios and Specifications

13.12.3 Wacoal Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Wacoal Main Business Overview

13.12.5 Wacoal Latest Developments

13.13 Puma

13.13.1 Puma Company Information

13.13.2 Puma Sports Bra Product Portfolios and Specifications

13.13.3 Puma Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Puma Main Business Overview

13.13.5 Puma Latest Developments

13.14 Gap

13.14.1 Gap Company Information

13.14.2 Gap Sports Bra Product Portfolios and Specifications

13.14.3 Gap Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Gap Main Business Overview

13.14.5 Gap Latest Developments

13.15 The North Face

13.15.1 The North Face Company Information

13.15.2 The North Face Sports Bra Product Portfolios and Specifications

13.15.3 The North Face Sports Bra Sales, Revenue, Price and Gross Margin
(2021-2026)

13.15.4 The North Face Main Business Overview

13.15.5 The North Face Latest Developments

13.16 Fast Retailing

13.16.1 Fast Retailing Company Information

13.16.2 Fast Retailing Sports Bra Product Portfolios and Specifications

13.16.3 Fast Retailing Sports Bra Sales, Revenue, Price and Gross Margin
(2021-2026)

13.16.4 Fast Retailing Main Business Overview

13.16.5 Fast Retailing Latest Developments

13.17 Li-Ning

13.17.1 Li-Ning Company Information

13.17.2 Li-Ning Sports Bra Product Portfolios and Specifications

13.17.3 Li-Ning Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.17.4 Li-Ning Main Business Overview

13.17.5 Li-Ning Latest Developments

13.18 Reebok

13.18.1 Reebok Company Information

13.18.2 Reebok Sports Bra Product Portfolios and Specifications

13.18.3 Reebok Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.18.4 Reebok Main Business Overview

13.18.5 Reebok Latest Developments

13.19 Asics

13.19.1 Asics Company Information

13.19.2 Asics Sports Bra Product Portfolios and Specifications

13.19.3 Asics Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.19.4 Asics Main Business Overview

13.19.5 Asics Latest Developments

13.20 New Balance

13.20.1 New Balance Company Information

13.20.2 New Balance Sports Bra Product Portfolios and Specifications

13.20.3 New Balance Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.20.4 New Balance Main Business Overview

13.20.5 New Balance Latest Developments

13.21 NEIWAI

13.21.1 NEIWAI Company Information

13.21.2 NEIWAI Sports Bra Product Portfolios and Specifications

13.21.3 NEIWAI Sports Bra Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 NEIWAI Main Business Overview

13.21.5 NEIWAI Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Sports Bra Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Sports Bra Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Low-Support

Table 4. Major Players of Medium-Support

Table 5. Major Players of High-Support

Table 6. Global Sports Bra Sales by Type (2021-2026) & (K Units)

Table 7. Global Sports Bra Sales Market Share by Type (2021-2026)

Table 8. Global Sports Bra Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Sports Bra Revenue Market Share by Type (2021-2026)

Table 10. Global Sports Bra Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Basic Functionality Type

Table 12. Major Players of High-Performance Technology Type

Table 13. Global Sports Bra Sales by Function (2021-2026) & (K Units)

Table 14. Global Sports Bra Sales Market Share by Function (2021-2026)

Table 15. Global Sports Bra Revenue by Function (2021-2026) & (\$ million)

Table 16. Global Sports Bra Revenue Market Share by Function (2021-2026)

Table 17. Global Sports Bra Sale Price by Function (2021-2026) & (US\$/Unit)

Table 18. Major Players of Compression Type

Table 19. Major Players of Encapsulation Type

Table 20. Major Players of Combination Type

Table 21. Global Sports Bra Sales by Structure (2021-2026) & (K Units)

Table 22. Global Sports Bra Sales Market Share by Structure (2021-2026)

Table 23. Global Sports Bra Revenue by Structure (2021-2026) & (\$ million)

Table 24. Global Sports Bra Revenue Market Share by Structure (2021-2026)

Table 25. Global Sports Bra Sale Price by Structure (2021-2026) & (US\$/Unit)

Table 26. Global Sports Bra Sale by Application (2021-2026) & (K Units)

Table 27. Global Sports Bra Sale Market Share by Application (2021-2026)

Table 28. Global Sports Bra Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Sports Bra Revenue Market Share by Application (2021-2026)

Table 30. Global Sports Bra Sale Price by Application (2021-2026) & (US\$/Unit)

Table 31. Global Sports Bra Sales by Company (2021-2026) & (K Units)

Table 32. Global Sports Bra Sales Market Share by Company (2021-2026)

Table 33. Global Sports Bra Revenue by Company (2021-2026) & (\$ millions)

Table 34. Global Sports Bra Revenue Market Share by Company (2021-2026)
Table 35. Global Sports Bra Sale Price by Company (2021-2026) & (US\$/Unit)
Table 36. Key Manufacturers Sports Bra Producing Area Distribution and Sales Area
Table 37. Players Sports Bra Products Offered
Table 38. Sports Bra Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 39. New Products and Potential Entrants
Table 40. Market M&A Activity & Strategy
Table 41. Global Sports Bra Sales by Geographic Region (2021-2026) & (K Units)
Table 42. Global Sports Bra Sales Market Share Geographic Region (2021-2026)
Table 43. Global Sports Bra Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 44. Global Sports Bra Revenue Market Share by Geographic Region (2021-2026)
Table 45. Global Sports Bra Sales by Country/Region (2021-2026) & (K Units)
Table 46. Global Sports Bra Sales Market Share by Country/Region (2021-2026)
Table 47. Global Sports Bra Revenue by Country/Region (2021-2026) & (\$ millions)
Table 48. Global Sports Bra Revenue Market Share by Country/Region (2021-2026)
Table 49. Americas Sports Bra Sales by Country (2021-2026) & (K Units)
Table 50. Americas Sports Bra Sales Market Share by Country (2021-2026)
Table 51. Americas Sports Bra Revenue by Country (2021-2026) & (\$ millions)
Table 52. Americas Sports Bra Sales by Type (2021-2026) & (K Units)
Table 53. Americas Sports Bra Sales by Application (2021-2026) & (K Units)
Table 54. APAC Sports Bra Sales by Region (2021-2026) & (K Units)
Table 55. APAC Sports Bra Sales Market Share by Region (2021-2026)
Table 56. APAC Sports Bra Revenue by Region (2021-2026) & (\$ millions)
Table 57. APAC Sports Bra Sales by Type (2021-2026) & (K Units)
Table 58. APAC Sports Bra Sales by Application (2021-2026) & (K Units)
Table 59. Europe Sports Bra Sales by Country (2021-2026) & (K Units)
Table 60. Europe Sports Bra Revenue by Country (2021-2026) & (\$ millions)
Table 61. Europe Sports Bra Sales by Type (2021-2026) & (K Units)
Table 62. Europe Sports Bra Sales by Application (2021-2026) & (K Units)
Table 63. Middle East & Africa Sports Bra Sales by Country (2021-2026) & (K Units)
Table 64. Middle East & Africa Sports Bra Revenue Market Share by Country (2021-2026)
Table 65. Middle East & Africa Sports Bra Sales by Type (2021-2026) & (K Units)
Table 66. Middle East & Africa Sports Bra Sales by Application (2021-2026) & (K Units)
Table 67. Key Market Drivers & Growth Opportunities of Sports Bra
Table 68. Key Market Challenges & Risks of Sports Bra
Table 69. Key Industry Trends of Sports Bra
Table 70. Sports Bra Raw Material
Table 71. Key Suppliers of Raw Materials

Table 72. Sports Bra Distributors List

Table 73. Sports Bra Customer List

Table 74. Global Sports Bra Sales Forecast by Region (2027-2032) & (K Units)

Table 75. Global Sports Bra Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas Sports Bra Sales Forecast by Country (2027-2032) & (K Units)

Table 77. Americas Sports Bra Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC Sports Bra Sales Forecast by Region (2027-2032) & (K Units)

Table 79. APAC Sports Bra Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe Sports Bra Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Europe Sports Bra Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa Sports Bra Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Middle East & Africa Sports Bra Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global Sports Bra Sales Forecast by Type (2027-2032) & (K Units)

Table 85. Global Sports Bra Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global Sports Bra Sales Forecast by Application (2027-2032) & (K Units)

Table 87. Global Sports Bra Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Nike Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 89. Nike Sports Bra Product Portfolios and Specifications

Table 90. Nike Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Nike Main Business

Table 92. Nike Latest Developments

Table 93. Adidas Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 94. Adidas Sports Bra Product Portfolios and Specifications

Table 95. Adidas Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Adidas Main Business

Table 97. Adidas Latest Developments

Table 98. Under Armour Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 99. Under Armour Sports Bra Product Portfolios and Specifications

Table 100. Under Armour Sports Bra Sales (K Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 101. Under Armour Main Business

Table 102. Under Armour Latest Developments

Table 103. Lululemon Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 104. Lululemon Sports Bra Product Portfolios and Specifications

Table 105. Lululemon Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Lululemon Main Business

Table 107. Lululemon Latest Developments

Table 108. Mizuno Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 109. Mizuno Sports Bra Product Portfolios and Specifications

Table 110. Mizuno Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Mizuno Main Business

Table 112. Mizuno Latest Developments

Table 113. ANTA Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 114. ANTA Sports Bra Product Portfolios and Specifications

Table 115. ANTA Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. ANTA Main Business

Table 117. ANTA Latest Developments

Table 118. Hanes Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 119. Hanes Sports Bra Product Portfolios and Specifications

Table 120. Hanes Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Hanes Main Business

Table 122. Hanes Latest Developments

Table 123. Lorna Jane Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 124. Lorna Jane Sports Bra Product Portfolios and Specifications

Table 125. Lorna Jane Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Lorna Jane Main Business

Table 127. Lorna Jane Latest Developments

Table 128. Brooks Running Basic Information, Sports Bra Manufacturing Base, Sales

Area and Its Competitors

Table 129. Brooks Running Sports Bra Product Portfolios and Specifications

Table 130. Brooks Running Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Brooks Running Main Business

Table 132. Brooks Running Latest Developments

Table 133. Decathlon Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 134. Decathlon Sports Bra Product Portfolios and Specifications

Table 135. Decathlon Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Decathlon Main Business

Table 137. Decathlon Latest Developments

Table 138. Columbia Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 139. Columbia Sports Bra Product Portfolios and Specifications

Table 140. Columbia Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. Columbia Main Business

Table 142. Columbia Latest Developments

Table 143. Wacoal Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 144. Wacoal Sports Bra Product Portfolios and Specifications

Table 145. Wacoal Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Wacoal Main Business

Table 147. Wacoal Latest Developments

Table 148. Puma Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 149. Puma Sports Bra Product Portfolios and Specifications

Table 150. Puma Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. Puma Main Business

Table 152. Puma Latest Developments

Table 153. Gap Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 154. Gap Sports Bra Product Portfolios and Specifications

Table 155. Gap Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Gap Main Business
Table 157. Gap Latest Developments
Table 158. The North Face Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors
Table 159. The North Face Sports Bra Product Portfolios and Specifications
Table 160. The North Face Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 161. The North Face Main Business
Table 162. The North Face Latest Developments
Table 163. Fast Retailing Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors
Table 164. Fast Retailing Sports Bra Product Portfolios and Specifications
Table 165. Fast Retailing Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 166. Fast Retailing Main Business
Table 167. Fast Retailing Latest Developments
Table 168. Li-Ning Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors
Table 169. Li-Ning Sports Bra Product Portfolios and Specifications
Table 170. Li-Ning Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 171. Li-Ning Main Business
Table 172. Li-Ning Latest Developments
Table 173. Reebok Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors
Table 174. Reebok Sports Bra Product Portfolios and Specifications
Table 175. Reebok Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 176. Reebok Main Business
Table 177. Reebok Latest Developments
Table 178. Asics Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors
Table 179. Asics Sports Bra Product Portfolios and Specifications
Table 180. Asics Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 181. Asics Main Business
Table 182. Asics Latest Developments
Table 183. New Balance Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 184. New Balance Sports Bra Product Portfolios and Specifications

Table 185. New Balance Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 186. New Balance Main Business

Table 187. New Balance Latest Developments

Table 188. NEIWAI Basic Information, Sports Bra Manufacturing Base, Sales Area and Its Competitors

Table 189. NEIWAI Sports Bra Product Portfolios and Specifications

Table 190. NEIWAI Sports Bra Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 191. NEIWAI Main Business

Table 192. NEIWAI Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Sports Bra
- Figure 2. Sports Bra Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Sports Bra Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Sports Bra Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Sports Bra Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Sports Bra Sales Market Share by Country/Region (2025)
- Figure 10. Sports Bra Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Low-Support
- Figure 12. Product Picture of Medium-Support
- Figure 13. Product Picture of High-Support
- Figure 14. Global Sports Bra Sales Market Share by Type in 2026
- Figure 15. Global Sports Bra Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Basic Functionality Type
- Figure 17. Product Picture of High-Performance Technology Type
- Figure 18. Global Sports Bra Sales Market Share by Function in 2026
- Figure 19. Global Sports Bra Revenue Market Share by Function (2021-2026)
- Figure 20. Product Picture of Compression Type
- Figure 21. Product Picture of Encapsulation Type
- Figure 22. Product Picture of Combination Type
- Figure 23. Global Sports Bra Sales Market Share by Structure in 2026
- Figure 24. Global Sports Bra Revenue Market Share by Structure (2021-2026)
- Figure 25. Sports Bra Consumed in Online Sales
- Figure 26. Global Sports Bra Market: Online Sales (2021-2026) & (K Units)
- Figure 27. Sports Bra Consumed in Offline Sales
- Figure 28. Global Sports Bra Market: Offline Sales (2021-2026) & (K Units)
- Figure 29. Global Sports Bra Sale Market Share by Application (2025)
- Figure 30. Global Sports Bra Revenue Market Share by Application in 2025
- Figure 31. Sports Bra Sales by Company in 2025 (K Units)
- Figure 32. Global Sports Bra Sales Market Share by Company in 2025
- Figure 33. Sports Bra Revenue by Company in 2025 (\$ millions)
- Figure 34. Global Sports Bra Revenue Market Share by Company in 2025
- Figure 35. Global Sports Bra Sales Market Share by Geographic Region (2021-2026)

Figure 36. Global Sports Bra Revenue Market Share by Geographic Region in 2025

Figure 37. Americas Sports Bra Sales 2021-2026 (K Units)

Figure 38. Americas Sports Bra Revenue 2021-2026 (\$ millions)

Figure 39. APAC Sports Bra Sales 2021-2026 (K Units)

Figure 40. APAC Sports Bra Revenue 2021-2026 (\$ millions)

Figure 41. Europe Sports Bra Sales 2021-2026 (K Units)

Figure 42. Europe Sports Bra Revenue 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Sports Bra Sales 2021-2026 (K Units)

Figure 44. Middle East & Africa Sports Bra Revenue 2021-2026 (\$ millions)

Figure 45. Americas Sports Bra Sales Market Share by Country in 2025

Figure 46. Americas Sports Bra Revenue Market Share by Country (2021-2026)

Figure 47. Americas Sports Bra Sales Market Share by Type (2021-2026)

Figure 48. Americas Sports Bra Sales Market Share by Application (2021-2026)

Figure 49. United States Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 50. Canada Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 51. Mexico Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 52. Brazil Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 53. APAC Sports Bra Sales Market Share by Region in 2025

Figure 54. APAC Sports Bra Revenue Market Share by Region (2021-2026)

Figure 55. APAC Sports Bra Sales Market Share by Type (2021-2026)

Figure 56. APAC Sports Bra Sales Market Share by Application (2021-2026)

Figure 57. China Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 58. Japan Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 59. South Korea Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 60. Southeast Asia Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 61. India Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 62. Australia Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 63. China Taiwan Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 64. Europe Sports Bra Sales Market Share by Country in 2025

Figure 65. Europe Sports Bra Revenue Market Share by Country (2021-2026)

Figure 66. Europe Sports Bra Sales Market Share by Type (2021-2026)

Figure 67. Europe Sports Bra Sales Market Share by Application (2021-2026)

Figure 68. Germany Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 69. France Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 70. UK Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 71. Italy Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 72. Russia Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 73. Middle East & Africa Sports Bra Sales Market Share by Country (2021-2026)

Figure 74. Middle East & Africa Sports Bra Sales Market Share by Type (2021-2026)

Figure 75. Middle East & Africa Sports Bra Sales Market Share by Application (2021-2026)

Figure 76. Egypt Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 77. South Africa Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 78. Israel Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 79. Turkey Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 80. GCC Countries Sports Bra Revenue Growth 2021-2026 (\$ millions)

Figure 81. Manufacturing Cost Structure Analysis of Sports Bra in 2026

Figure 82. Manufacturing Process Analysis of Sports Bra

Figure 83. Industry Chain Structure of Sports Bra

Figure 84. Channels of Distribution

Figure 85. Global Sports Bra Sales Market Forecast by Region (2027-2032)

Figure 86. Global Sports Bra Revenue Market Share Forecast by Region (2027-2032)

Figure 87. Global Sports Bra Sales Market Share Forecast by Type (2027-2032)

Figure 88. Global Sports Bra Revenue Market Share Forecast by Type (2027-2032)

Figure 89. Global Sports Bra Sales Market Share Forecast by Application (2027-2032)

Figure 90. Global Sports Bra Revenue Market Share Forecast by Application (2027-2032)

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