

Global Sustainable Underwear Market Growth 2026-2032

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Abstracts

The global Sustainable Underwear market size is predicted to grow from US\$ 114 million in 2025 to US\$ 171 million in 2032; it is expected to grow at a CAGR of 6.0% from 2026 to 2032.

Sustainable Underwear refers to underwear products that minimize the impact on the environment throughout the entire process of design, production, use and disposal. Sustainable underwear is usually made of natural, renewable or recycled materials, such as organic cotton, bamboo fiber, recycled polyester fiber, etc. These materials are not only environmentally friendly, but also reduce potential harm to the human body. Sustainable Underwear emphasizes the environmental friendliness, durability and sustainability of underwear, aiming to achieve harmonious coexistence between the underwear industry and the environment. Sustainable Underwear represents the trend of the underwear industry towards green, low-carbon and environmentally friendly development, and is one of the important development directions of the future underwear market.

Driving factors

Enhanced environmental awareness: With the improvement of global environmental awareness, consumers pay more and more attention to the environmental attributes of products. Sustainable underwear, as part of environmentally friendly fashion, meets consumers' pursuit of environmental protection and healthy life.

Technological innovation and material innovation: The continuous emergence of new materials and new technologies, such as the development and application of environmentally friendly fabrics such as organic cotton, bamboo fiber, and recycled

fiber, provides more options for the production of sustainable underwear. At the same time, the development of intelligent textile technology has also promoted the innovation of underwear design and manufacturing.

Changes in consumer demand: Modern consumers' demand for underwear is not limited to comfort and fashion, but more focused on health, environmental protection and personalization. Sustainable underwear just caters to this change in demand and provides product options that meet consumer expectations.

Hindering factors

High production costs: In the production process of sustainable underwear, environmentally friendly fabrics and processes are required, which usually leads to higher production costs. High costs may limit the popularization and promotion of sustainable underwear.

Lack of consumer awareness: Although sustainable underwear is gradually increasing in the market, some consumers still lack awareness of this concept. Lack of sufficient understanding and trust may affect consumers' purchasing decisions.

Fierce market competition: The underwear market is highly competitive and there are many brands. While pursuing sustainable development, the brand also needs to face competitive pressure from traditional underwear brands, which may increase the difficulty of market promotion.

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

This Insight Report provides a comprehensive analysis of the global Sustainable Underwear 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 Sustainable Underwear portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position

in an accelerating global Sustainable Underwear market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sustainable Underwear 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 Sustainable Underwear.

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

Segmentation by Type:

Cotton Underwear

Bamboo Underwear

Linen Underwear

Others

Segmentation by Application:

Men's Underwear

Women's Underwear

Children's Underwear

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.

Afends

Boody

Calida

Calvin Klein

Circle Creations

Gunze

Hanesbrands Inc

Jockey International

Jungmaven

Kent

Magi the Label

Mighty Good Basics

Mundo Unico

Nomads Hemp Wear

Object Apparel

Pansy

Rawganique

Tentree

ThreeGun

TomboyX

WAMA

Key Questions Addressed in this Report

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

What factors are driving Sustainable Underwear market growth, globally and by region?

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

How do Sustainable Underwear market opportunities vary by end market size?

How does Sustainable Underwear break out by Type, by Application?

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