

Global Winter Loungewear Market Growth 2026-2032

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Abstracts

The global Winter Loungewear market size is predicted to grow from US\$ 4368 million in 2025 to US\$ 7720 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Winter loungewear refers to a category of clothing designed to provide warmth, comfort, and style during the colder months. These garments are typically made from insulating materials such as fleece, wool, cotton blends, thermal fabrics, and other cozy textiles that retain heat while ensuring breathability and comfort.

Winter loungewear combines practicality and fashion, catering to consumers who prioritize comfort at home while staying stylish. It is especially relevant in regions with colder climates and during periods of seasonal holidays when people spend more time indoors. The rise of remote work, increased focus on home-based lifestyles, and demand for multifunctional clothing have further elevated the significance of winter loungewear in the global market.

The winter loungewear market comprises clothing designed specifically for the winter season, offering warmth, comfort, and style for casual indoor and outdoor settings. The market spans across genders, age groups, and socioeconomic segments, with products available at various price points, from budget-friendly options to luxury collections.

Winter loungewear meets a fundamental seasonal need for warmth and comfort. As temperatures drop, consumers prioritize clothing that offers insulation without compromising on breathability and ease of movement. Products like thermal sets and fleece-lined garments provide a practical solution, ensuring the body stays warm during the colder months.

The shift toward prioritizing self-care and well-being has amplified the demand for

loungewear, particularly during winter when people tend to stay indoors more. Cozy fabrics, relaxed fits, and soothing designs in winter loungewear align perfectly with the growing trend of creating a "hygge" (cozy) lifestyle.

The key players of Winter loungewear include Cosmo Lady, Hong Xing, ShenZhen HuiJie, Nan Ji Ren, AutumnDeer, etc. The top three players hold a share over 10% of China market. In terms of product type, Women Winter loungewear is the largest segment, occupied for a share of 75%, and in terms of application, Offline has a share about 60 percent.

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

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

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

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

Segmentation by Type:

Women Loungewear

Men Loungewear

Kid Loungewear

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.

San Li Ren

Lululemon Athletica

Triumph International

Fruit of Loom

Hanes Brands

L Brands

Victoria's Secret

Uniqlo

Hong Xing

Cosmo Lady

ShenZhen HuiJie

EmbryForm

AutumnDeer

Gukoo

Hodohome

Aimer

Nan Ji Ren

Bananain

Key Questions Addressed in this Report

What is the 10-year outlook for the global Winter Loungewear market?

What factors are driving Winter Loungewear market growth, globally and by region?

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

How do Winter Loungewear market opportunities vary by end market size?

How does Winter Loungewear 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 Winter Loungewear Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Winter Loungewear by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Winter Loungewear by Country/Region, 2021, 2025 & 2032
- 2.2 Winter Loungewear Segment by Type
 - 2.2.1 Women Loungewear
 - 2.2.2 Men Loungewear
 - 2.2.3 Kid Loungewear
 - 2.2.4 Winter Loungewear Sales by Type
 - 2.2.4.1 Global Winter Loungewear Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Winter Loungewear Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Winter Loungewear Sale Price by Type (2021-2026)
- 2.3 Winter Loungewear Segment by Application
 - 2.3.1 Online Sales
 - 2.3.2 Offline Sales
 - 2.3.3 Winter Loungewear Sales by Application
 - 2.3.3.1 Global Winter Loungewear Sale Market Share by Application (2021-2026)
 - 2.3.3.2 Global Winter Loungewear Revenue and Market Share by Application (2021-2026)
 - 2.3.3.3 Global Winter Loungewear Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global Winter Loungewear Breakdown Data by Company
 - 3.1.1 Global Winter Loungewear Annual Sales by Company (2021-2026)
 - 3.1.2 Global Winter Loungewear Sales Market Share by Company (2021-2026)
- 3.2 Global Winter Loungewear Annual Revenue by Company (2021-2026)
 - 3.2.1 Global Winter Loungewear Revenue by Company (2021-2026)
 - 3.2.2 Global Winter Loungewear Revenue Market Share by Company (2021-2026)
- 3.3 Global Winter Loungewear Sale Price by Company
- 3.4 Key Manufacturers Winter Loungewear Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Winter Loungewear Product Location Distribution
 - 3.4.2 Players Winter Loungewear 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 WINTER LOUNGEWEAR BY GEOGRAPHIC REGION

- 4.1 World Historic Winter Loungewear Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Winter Loungewear Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Winter Loungewear Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Winter Loungewear Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Winter Loungewear Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Winter Loungewear Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Winter Loungewear Sales Growth
- 4.4 APAC Winter Loungewear Sales Growth
- 4.5 Europe Winter Loungewear Sales Growth
- 4.6 Middle East & Africa Winter Loungewear Sales Growth

5 AMERICAS

- 5.1 Americas Winter Loungewear Sales by Country
 - 5.1.1 Americas Winter Loungewear Sales by Country (2021-2026)
 - 5.1.2 Americas Winter Loungewear Revenue by Country (2021-2026)
- 5.2 Americas Winter Loungewear Sales by Type (2021-2026)
- 5.3 Americas Winter Loungewear Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Winter Loungewear Sales by Region

6.1.1 APAC Winter Loungewear Sales by Region (2021-2026)

6.1.2 APAC Winter Loungewear Revenue by Region (2021-2026)

6.2 APAC Winter Loungewear Sales by Type (2021-2026)

6.3 APAC Winter Loungewear 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 Winter Loungewear by Country

7.1.1 Europe Winter Loungewear Sales by Country (2021-2026)

7.1.2 Europe Winter Loungewear Revenue by Country (2021-2026)

7.2 Europe Winter Loungewear Sales by Type (2021-2026)

7.3 Europe Winter Loungewear 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 Winter Loungewear by Country

8.1.1 Middle East & Africa Winter Loungewear Sales by Country (2021-2026)

8.1.2 Middle East & Africa Winter Loungewear Revenue by Country (2021-2026)

8.2 Middle East & Africa Winter Loungewear Sales by Type (2021-2026)

8.3 Middle East & Africa Winter Loungewear 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 Winter Loungewear

10.3 Manufacturing Process Analysis of Winter Loungewear

10.4 Industry Chain Structure of Winter Loungewear

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Winter Loungewear Distributors

11.3 Winter Loungewear Customer

12 WORLD FORECAST REVIEW FOR WINTER LOUNGEWEAR BY GEOGRAPHIC REGION

12.1 Global Winter Loungewear Market Size Forecast by Region

12.1.1 Global Winter Loungewear Forecast by Region (2027-2032)

12.1.2 Global Winter Loungewear 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 Winter Loungewear Forecast by Type (2027-2032)

12.7 Global Winter Loungewear Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 San Li Ren

13.1.1 San Li Ren Company Information

13.1.2 San Li Ren Winter Loungewear Product Portfolios and Specifications

13.1.3 San Li Ren Winter Loungewear Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 San Li Ren Main Business Overview

13.1.5 San Li Ren Latest Developments

13.2 Lululemon Athletica

13.2.1 Lululemon Athletica Company Information

13.2.2 Lululemon Athletica Winter Loungewear Product Portfolios and Specifications

13.2.3 Lululemon Athletica Winter Loungewear Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Lululemon Athletica Main Business Overview

13.2.5 Lululemon Athletica Latest Developments

13.3 Triumph International

13.3.1 Triumph International Company Information

13.3.2 Triumph International Winter Loungewear Product Portfolios and Specifications

13.3.3 Triumph International Winter Loungewear 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 Fruit of Loom

13.4.1 Fruit of Loom Company Information

13.4.2 Fruit of Loom Winter Loungewear Product Portfolios and Specifications

13.4.3 Fruit of Loom Winter Loungewear Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Fruit of Loom Main Business Overview

13.4.5 Fruit of Loom Latest Developments

13.5 Hanes Brands

13.5.1 Hanes Brands Company Information

13.5.2 Hanes Brands Winter Loungewear Product Portfolios and Specifications

13.5.3 Hanes Brands Winter Loungewear Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Hanes Brands Main Business Overview

13.5.5 Hanes Brands Latest Developments

13.6 L Brands

13.6.1 L Brands Company Information

13.6.2 L Brands Winter Loungewear Product Portfolios and Specifications

13.6.3 L Brands Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.6.4 L Brands Main Business Overview

13.6.5 L Brands Latest Developments

13.7 Victoria's Secret

13.7.1 Victoria's Secret Company Information

13.7.2 Victoria's Secret Winter Loungewear Product Portfolios and Specifications

13.7.3 Victoria's Secret Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.7.4 Victoria's Secret Main Business Overview

13.7.5 Victoria's Secret Latest Developments

13.8 Uniqlo

13.8.1 Uniqlo Company Information

13.8.2 Uniqlo Winter Loungewear Product Portfolios and Specifications

13.8.3 Uniqlo Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.8.4 Uniqlo Main Business Overview

13.8.5 Uniqlo Latest Developments

13.9 Hong Xing

13.9.1 Hong Xing Company Information

13.9.2 Hong Xing Winter Loungewear Product Portfolios and Specifications

13.9.3 Hong Xing Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.9.4 Hong Xing Main Business Overview

13.9.5 Hong Xing Latest Developments

13.10 Cosmo Lady

13.10.1 Cosmo Lady Company Information

13.10.2 Cosmo Lady Winter Loungewear Product Portfolios and Specifications

13.10.3 Cosmo Lady Winter Loungewear 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 ShenZhen HuiJie

13.11.1 ShenZhen HuiJie Company Information

13.11.2 ShenZhen HuiJie Winter Loungewear Product Portfolios and Specifications

13.11.3 ShenZhen HuiJie Winter Loungewear Sales, Revenue, Price and Gross

Margin (2021-2026)

13.11.4 ShenZhen HuiJie Main Business Overview

13.11.5 ShenZhen HuiJie Latest Developments

13.12 EmbryoForm

13.12.1 EmbryoForm Company Information

13.12.2 EmbryoForm Winter Loungewear Product Portfolios and Specifications

13.12.3 EmbryoForm Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.12.4 EmbryoForm Main Business Overview

13.12.5 EmbryoForm Latest Developments

13.13 AutumnDeer

13.13.1 AutumnDeer Company Information

13.13.2 AutumnDeer Winter Loungewear Product Portfolios and Specifications

13.13.3 AutumnDeer Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.13.4 AutumnDeer Main Business Overview

13.13.5 AutumnDeer Latest Developments

13.14 Gukoo

13.14.1 Gukoo Company Information

13.14.2 Gukoo Winter Loungewear Product Portfolios and Specifications

13.14.3 Gukoo Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.14.4 Gukoo Main Business Overview

13.14.5 Gukoo Latest Developments

13.15 Hodohome

13.15.1 Hodohome Company Information

13.15.2 Hodohome Winter Loungewear Product Portfolios and Specifications

13.15.3 Hodohome Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.15.4 Hodohome Main Business Overview

13.15.5 Hodohome Latest Developments

13.16 Aimer

13.16.1 Aimer Company Information

13.16.2 Aimer Winter Loungewear Product Portfolios and Specifications

13.16.3 Aimer Winter Loungewear Sales, Revenue, Price and Gross Margin

(2021-2026)

13.16.4 Aimer Main Business Overview

13.16.5 Aimer Latest Developments

13.17 Nan Ji Ren

- 13.17.1 Nan Ji Ren Company Information
- 13.17.2 Nan Ji Ren Winter Loungewear Product Portfolios and Specifications
- 13.17.3 Nan Ji Ren Winter Loungewear Sales, Revenue, Price and Gross Margin
(2021-2026)
- 13.17.4 Nan Ji Ren Main Business Overview
- 13.17.5 Nan Ji Ren Latest Developments
- 13.18 Bananain
 - 13.18.1 Bananain Company Information
 - 13.18.2 Bananain Winter Loungewear Product Portfolios and Specifications
 - 13.18.3 Bananain Winter Loungewear Sales, Revenue, Price and Gross Margin
(2021-2026)
 - 13.18.4 Bananain Main Business Overview
 - 13.18.5 Bananain Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Winter Loungewear Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Winter Loungewear Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Women Loungewear
- Table 4. Major Players of Men Loungewear
- Table 5. Major Players of Kid Loungewear
- Table 6. Global Winter Loungewear Sales by Type (2021-2026) & (K Units)
- Table 7. Global Winter Loungewear Sales Market Share by Type (2021-2026)
- Table 8. Global Winter Loungewear Revenue by Type (2021-2026) & (\$ million)
- Table 9. Global Winter Loungewear Revenue Market Share by Type (2021-2026)
- Table 10. Global Winter Loungewear Sale Price by Type (2021-2026) & (US\$/Unit)
- Table 11. Global Winter Loungewear Sale by Application (2021-2026) & (K Units)
- Table 12. Global Winter Loungewear Sale Market Share by Application (2021-2026)
- Table 13. Global Winter Loungewear Revenue by Application (2021-2026) & (\$ million)
- Table 14. Global Winter Loungewear Revenue Market Share by Application (2021-2026)
- Table 15. Global Winter Loungewear Sale Price by Application (2021-2026) & (US\$/Unit)
- Table 16. Global Winter Loungewear Sales by Company (2021-2026) & (K Units)
- Table 17. Global Winter Loungewear Sales Market Share by Company (2021-2026)
- Table 18. Global Winter Loungewear Revenue by Company (2021-2026) & (\$ millions)
- Table 19. Global Winter Loungewear Revenue Market Share by Company (2021-2026)
- Table 20. Global Winter Loungewear Sale Price by Company (2021-2026) & (US\$/Unit)
- Table 21. Key Manufacturers Winter Loungewear Producing Area Distribution and Sales Area
- Table 22. Players Winter Loungewear Products Offered
- Table 23. Winter Loungewear Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 24. New Products and Potential Entrants
- Table 25. Market M&A Activity & Strategy
- Table 26. Global Winter Loungewear Sales by Geographic Region (2021-2026) & (K Units)
- Table 27. Global Winter Loungewear Sales Market Share Geographic Region (2021-2026)

Table 28. Global Winter Loungewear Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 29. Global Winter Loungewear Revenue Market Share by Geographic Region (2021-2026)
Table 30. Global Winter Loungewear Sales by Country/Region (2021-2026) & (K Units)
Table 31. Global Winter Loungewear Sales Market Share by Country/Region (2021-2026)
Table 32. Global Winter Loungewear Revenue by Country/Region (2021-2026) & (\$ millions)
Table 33. Global Winter Loungewear Revenue Market Share by Country/Region (2021-2026)
Table 34. Americas Winter Loungewear Sales by Country (2021-2026) & (K Units)
Table 35. Americas Winter Loungewear Sales Market Share by Country (2021-2026)
Table 36. Americas Winter Loungewear Revenue by Country (2021-2026) & (\$ millions)
Table 37. Americas Winter Loungewear Sales by Type (2021-2026) & (K Units)
Table 38. Americas Winter Loungewear Sales by Application (2021-2026) & (K Units)
Table 39. APAC Winter Loungewear Sales by Region (2021-2026) & (K Units)
Table 40. APAC Winter Loungewear Sales Market Share by Region (2021-2026)
Table 41. APAC Winter Loungewear Revenue by Region (2021-2026) & (\$ millions)
Table 42. APAC Winter Loungewear Sales by Type (2021-2026) & (K Units)
Table 43. APAC Winter Loungewear Sales by Application (2021-2026) & (K Units)
Table 44. Europe Winter Loungewear Sales by Country (2021-2026) & (K Units)
Table 45. Europe Winter Loungewear Revenue by Country (2021-2026) & (\$ millions)
Table 46. Europe Winter Loungewear Sales by Type (2021-2026) & (K Units)
Table 47. Europe Winter Loungewear Sales by Application (2021-2026) & (K Units)
Table 48. Middle East & Africa Winter Loungewear Sales by Country (2021-2026) & (K Units)
Table 49. Middle East & Africa Winter Loungewear Revenue Market Share by Country (2021-2026)
Table 50. Middle East & Africa Winter Loungewear Sales by Type (2021-2026) & (K Units)
Table 51. Middle East & Africa Winter Loungewear Sales by Application (2021-2026) & (K Units)
Table 52. Key Market Drivers & Growth Opportunities of Winter Loungewear
Table 53. Key Market Challenges & Risks of Winter Loungewear
Table 54. Key Industry Trends of Winter Loungewear
Table 55. Winter Loungewear Raw Material
Table 56. Key Suppliers of Raw Materials
Table 57. Winter Loungewear Distributors List

Table 58. Winter Loungewear Customer List
Table 59. Global Winter Loungewear Sales Forecast by Region (2027-2032) & (K Units)
Table 60. Global Winter Loungewear Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 61. Americas Winter Loungewear Sales Forecast by Country (2027-2032) & (K Units)
Table 62. Americas Winter Loungewear Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 63. APAC Winter Loungewear Sales Forecast by Region (2027-2032) & (K Units)
Table 64. APAC Winter Loungewear Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 65. Europe Winter Loungewear Sales Forecast by Country (2027-2032) & (K Units)
Table 66. Europe Winter Loungewear Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 67. Middle East & Africa Winter Loungewear Sales Forecast by Country (2027-2032) & (K Units)
Table 68. Middle East & Africa Winter Loungewear Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 69. Global Winter Loungewear Sales Forecast by Type (2027-2032) & (K Units)
Table 70. Global Winter Loungewear Revenue Forecast by Type (2027-2032) & (\$ millions)
Table 71. Global Winter Loungewear Sales Forecast by Application (2027-2032) & (K Units)
Table 72. Global Winter Loungewear Revenue Forecast by Application (2027-2032) & (\$ millions)
Table 73. San Li Ren Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors
Table 74. San Li Ren Winter Loungewear Product Portfolios and Specifications
Table 75. San Li Ren Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 76. San Li Ren Main Business
Table 77. San Li Ren Latest Developments
Table 78. Lululemon Athletica Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors
Table 79. Lululemon Athletica Winter Loungewear Product Portfolios and Specifications
Table 80. Lululemon Athletica Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 81. Lululemon Athletica Main Business

Table 82. Lululemon Athletica Latest Developments

Table 83. Triumph International Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 84. Triumph International Winter Loungewear Product Portfolios and Specifications

Table 85. Triumph International Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 86. Triumph International Main Business

Table 87. Triumph International Latest Developments

Table 88. Fruit of Loom Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 89. Fruit of Loom Winter Loungewear Product Portfolios and Specifications

Table 90. Fruit of Loom Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Fruit of Loom Main Business

Table 92. Fruit of Loom Latest Developments

Table 93. Hanes Brands Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 94. Hanes Brands Winter Loungewear Product Portfolios and Specifications

Table 95. Hanes Brands Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Hanes Brands Main Business

Table 97. Hanes Brands Latest Developments

Table 98. L Brands Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 99. L Brands Winter Loungewear Product Portfolios and Specifications

Table 100. L Brands Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. L Brands Main Business

Table 102. L Brands Latest Developments

Table 103. Victoria's Secret Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 104. Victoria's Secret Winter Loungewear Product Portfolios and Specifications

Table 105. Victoria's Secret Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Victoria's Secret Main Business

Table 107. Victoria's Secret Latest Developments

Table 108. Uniqlo Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 109. Uniqlo Winter Loungewear Product Portfolios and Specifications

Table 110. Uniqlo Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Uniqlo Main Business

Table 112. Uniqlo Latest Developments

Table 113. Hong Xing Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 114. Hong Xing Winter Loungewear Product Portfolios and Specifications

Table 115. Hong Xing Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. Hong Xing Main Business

Table 117. Hong Xing Latest Developments

Table 118. Cosmo Lady Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 119. Cosmo Lady Winter Loungewear Product Portfolios and Specifications

Table 120. Cosmo Lady Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Cosmo Lady Main Business

Table 122. Cosmo Lady Latest Developments

Table 123. ShenZhen HuiJie Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 124. ShenZhen HuiJie Winter Loungewear Product Portfolios and Specifications

Table 125. ShenZhen HuiJie Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. ShenZhen HuiJie Main Business

Table 127. ShenZhen HuiJie Latest Developments

Table 128. EmbryoForm Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 129. EmbryoForm Winter Loungewear Product Portfolios and Specifications

Table 130. EmbryoForm Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. EmbryoForm Main Business

Table 132. EmbryoForm Latest Developments

Table 133. AutumnDeer Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 134. AutumnDeer Winter Loungewear Product Portfolios and Specifications

Table 135. AutumnDeer Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. AutumnDeer Main Business

Table 137. AutumnDeer Latest Developments

Table 138. Gukoo Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 139. Gukoo Winter Loungewear Product Portfolios and Specifications

Table 140. Gukoo Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. Gukoo Main Business

Table 142. Gukoo Latest Developments

Table 143. Hodohome Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 144. Hodohome Winter Loungewear Product Portfolios and Specifications

Table 145. Hodohome Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Hodohome Main Business

Table 147. Hodohome Latest Developments

Table 148. Aimer Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 149. Aimer Winter Loungewear Product Portfolios and Specifications

Table 150. Aimer Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. Aimer Main Business

Table 152. Aimer Latest Developments

Table 153. Nan Ji Ren Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 154. Nan Ji Ren Winter Loungewear Product Portfolios and Specifications

Table 155. Nan Ji Ren Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Nan Ji Ren Main Business

Table 157. Nan Ji Ren Latest Developments

Table 158. Bananain Basic Information, Winter Loungewear Manufacturing Base, Sales Area and Its Competitors

Table 159. Bananain Winter Loungewear Product Portfolios and Specifications

Table 160. Bananain Winter Loungewear Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. Bananain Main Business

Table 162. Bananain Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Winter Loungewear
- Figure 2. Winter Loungewear Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Winter Loungewear Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Winter Loungewear Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Winter Loungewear Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Winter Loungewear Sales Market Share by Country/Region (2025)
- Figure 10. Winter Loungewear Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Women Loungewear
- Figure 12. Product Picture of Men Loungewear
- Figure 13. Product Picture of Kid Loungewear
- Figure 14. Global Winter Loungewear Sales Market Share by Type in 2026
- Figure 15. Global Winter Loungewear Revenue Market Share by Type (2021-2026)
- Figure 16. Winter Loungewear Consumed in Online Sales
- Figure 17. Global Winter Loungewear Market: Online Sales (2021-2026) & (K Units)
- Figure 18. Winter Loungewear Consumed in Offline Sales
- Figure 19. Global Winter Loungewear Market: Offline Sales (2021-2026) & (K Units)
- Figure 20. Global Winter Loungewear Sale Market Share by Application (2025)
- Figure 21. Global Winter Loungewear Revenue Market Share by Application in 2026
- Figure 22. Winter Loungewear Sales by Company in 2026 (K Units)
- Figure 23. Global Winter Loungewear Sales Market Share by Company in 2026
- Figure 24. Winter Loungewear Revenue by Company in 2026 (\$ millions)
- Figure 25. Global Winter Loungewear Revenue Market Share by Company in 2026
- Figure 26. Global Winter Loungewear Sales Market Share by Geographic Region (2021-2026)
- Figure 27. Global Winter Loungewear Revenue Market Share by Geographic Region in 2026
- Figure 28. Americas Winter Loungewear Sales 2021-2026 (K Units)
- Figure 29. Americas Winter Loungewear Revenue 2021-2026 (\$ millions)
- Figure 30. APAC Winter Loungewear Sales 2021-2026 (K Units)
- Figure 31. APAC Winter Loungewear Revenue 2021-2026 (\$ millions)

- Figure 32. Europe Winter Loungewear Sales 2021-2026 (K Units)
- Figure 33. Europe Winter Loungewear Revenue 2021-2026 (\$ millions)
- Figure 34. Middle East & Africa Winter Loungewear Sales 2021-2026 (K Units)
- Figure 35. Middle East & Africa Winter Loungewear Revenue 2021-2026 (\$ millions)
- Figure 36. Americas Winter Loungewear Sales Market Share by Country in 2026
- Figure 37. Americas Winter Loungewear Revenue Market Share by Country (2021-2026)
- Figure 38. Americas Winter Loungewear Sales Market Share by Type (2021-2026)
- Figure 39. Americas Winter Loungewear Sales Market Share by Application (2021-2026)
- Figure 40. United States Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 41. Canada Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 42. Mexico Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 43. Brazil Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 44. APAC Winter Loungewear Sales Market Share by Region in 2026
- Figure 45. APAC Winter Loungewear Revenue Market Share by Region (2021-2026)
- Figure 46. APAC Winter Loungewear Sales Market Share by Type (2021-2026)
- Figure 47. APAC Winter Loungewear Sales Market Share by Application (2021-2026)
- Figure 48. China Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 49. Japan Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 50. South Korea Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 51. Southeast Asia Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 52. India Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 53. Australia Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 54. China Taiwan Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 55. Europe Winter Loungewear Sales Market Share by Country in 2026
- Figure 56. Europe Winter Loungewear Revenue Market Share by Country (2021-2026)
- Figure 57. Europe Winter Loungewear Sales Market Share by Type (2021-2026)
- Figure 58. Europe Winter Loungewear Sales Market Share by Application (2021-2026)
- Figure 59. Germany Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 60. France Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 61. UK Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 62. Italy Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 63. Russia Winter Loungewear Revenue Growth 2021-2026 (\$ millions)
- Figure 64. Middle East & Africa Winter Loungewear Sales Market Share by Country (2021-2026)
- Figure 65. Middle East & Africa Winter Loungewear Sales Market Share by Type (2021-2026)
- Figure 66. Middle East & Africa Winter Loungewear Sales Market Share by Application

(2021-2026)

Figure 67. Egypt Winter Loungewear Revenue Growth 2021-2026 (\$ millions)

Figure 68. South Africa Winter Loungewear Revenue Growth 2021-2026 (\$ millions)

Figure 69. Israel Winter Loungewear Revenue Growth 2021-2026 (\$ millions)

Figure 70. Turkey Winter Loungewear Revenue Growth 2021-2026 (\$ millions)

Figure 71. GCC Countries Winter Loungewear Revenue Growth 2021-2026 (\$ millions)

Figure 72. Manufacturing Cost Structure Analysis of Winter Loungewear in 2026

Figure 73. Manufacturing Process Analysis of Winter Loungewear

Figure 74. Industry Chain Structure of Winter Loungewear

Figure 75. Channels of Distribution

Figure 76. Global Winter Loungewear Sales Market Forecast by Region (2027-2032)

Figure 77. Global Winter Loungewear Revenue Market Share Forecast by Region
(2027-2032)

Figure 78. Global Winter Loungewear Sales Market Share Forecast by Type
(2027-2032)

Figure 79. Global Winter Loungewear Revenue Market Share Forecast by Type
(2027-2032)

Figure 80. Global Winter Loungewear Sales Market Share Forecast by Application
(2027-2032)

Figure 81. Global Winter Loungewear Revenue Market Share Forecast by Application
(2027-2032)

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