

# Global Women's Online Lingerie Market Growth 2026-2032

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## Abstracts

The global Women's Online Lingerie market size is predicted to grow from US\$ 11041 million in 2025 to US\$ 17410 million in 2032; it is expected to grow at a CAGR of 6.8% from 2026 to 2032.

In 2025, global production of women's online lingerie reached 627 million units, with an average selling price of \$18 per unit. Women's online lingerie typically refers to a collection of women's lingerie products traded and fulfilled through e-commerce channels (brand-owned DTC sites, comprehensive e-commerce platforms, social e-commerce/live-streaming e-commerce, cross-border e-commerce, etc.), covering bras/panties, shapewear, loungewear/sleepwear, leggings and socks, and functional lingerie (sports support, nursing, menstrual, etc.). The upstream of the industry chain mainly consists of fibers and fabrics (cotton/nylon/polyester/spandex, lace and functional fabrics, dyeing and finishing auxiliaries), accessories (shoulder straps/underwires/buckles/elastic bands/cup padding/seamless adhesive film, etc.); the midstream includes design and pattern making, sizing systems, cutting and sewing/seamless molding, quality inspection and compliance (skin contact materials, color fastness, etc.), and packaging; the downstream is e-commerce channels. Gross profit margins range from 25% to 50%.

United States market for Women's Online Lingerie is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Women's Online Lingerie is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Women's Online Lingerie is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Women's Online Lingerie players cover PVH, Gildan, Fruit of the Loom, Aimer, Fast Retailing, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Women's Online Lingerie 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 Women's Online Lingerie.

This report presents a comprehensive overview, market shares, and growth opportunities of Women's Online Lingerie market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Bra

Underwear

Shapewear

Others

Segmentation by Material & Craftsmanship:

Cotton

Lace/Nylon/Spandex

Modal

Regenerated Fiber

Eco-friendly Fabric

Others

Segmentation by Application:

Daily Basics

Functional Exercise

Maternity

Shaping

Home & Sleep

Others

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.

PVH

Gildan

Fruit of the Loom

Aimer

Fast Retailing

Triumph Group

ShenZhen HuiJie Group

Jockey International

Wacoal Corp.

Cosmo Lady

Gunze

Embry Form

Calida Group

Guangdong Oleno Underwear Group

Vivien Vance

Miiow

Dalian Sunflora Industry

Hop Lun

BIYUE (Beijing) Technology

Hanesbrands

H&M

Hunkem?ller

Chantelle Group

La Perla

Cosabella

## **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Women's Online Lingerie market?

What factors are driving Women's Online Lingerie market growth, globally and by region?

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

How do Women's Online Lingerie market opportunities vary by end market size?

How does Women's Online Lingerie break out by Type, by Application?

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