

# Global Women's Sports Bra Market Growth 2026-2032

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## Abstracts

The global Women's 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.

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

The growth of the women's 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, enhancing athletic performance, and boosting both comfort and 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 innovation, size inclusivity, and design aesthetics. Furthermore, the integration of sustainability principles, a growing emphasis on 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 the sports bra from a basic functional item into a high-growth consumer category that seamlessly blends health, technology, fashion, and self-expression.

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

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Women's 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 Women's Sports Bra market?

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

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

How do Women's Sports Bra market opportunities vary by end market size?

How does Women's Sports Bra break out by Type, by Application?

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