

# Lingerie - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Lingerie Market size is estimated at USD 94.78 billion in 2024, and is expected to reach USD 142.44 billion by 2029, growing at a CAGR of 8.49% during the forecast period (2024-2029).

Consumer behavior towards innerwear lingerie has transformed substantially in recent years, primarily influenced by commercial advertisements, social media, and increased disposable income. As a result, the per capita spending on lingerie globally has increased substantially. Moreover, with the increasing participation of individuals in sports and the rising trend of athleisure, there has been an increase in the demand for intimate wear, which is comfortable and stretchable yet stylish. Furthermore, the emergence of several independent and private-label players has spurred competition through product innovations. Moreover, market players emphasize a structural transformation through digitalization to capture a younger target internationally via social networks. For instance, in 2022, Adidas launched an extensive sports bra collection featuring different new styles across several product franchises to support active women's specific needs better. The company also launched an online bra-fitting service to ensure the correct size for women shoppers and extend its in-store fitting service.

### Lingerie Market Trends

#### Growing Influence of Endorsements and Aggressive Marketing

In an age of diversity, companies are evolving their advertising and endorsement strategies across distribution channels to garner consumer attention. Celebrities endorsing or promoting products have increased drastically, helping brands build consumer trust and influence purchasing decisions. Consumers feel more sympathetic

toward a brand if their products are promoted by a celebrity they admire or relate to. According to a study by the University of Arkansas in collaboration with the Manchester Business School in London, consumers between 18 and 24 years old actively develop their identities and appearance based on celebrities. They are more susceptible to celebrity brand endorsements than other age groups. As a result, brands are partnering with celebrities to endorse their products. For instance, in March 2023, Lingerie retailer Zivame launched its largest scale sale of the year, the 'Grand Lingerie Festival.' Bollywood celebrity Kriti Sanon endorsed the online sale event and featured over 50,000 styles.

### Asia-Pacific is the Biggest Market for Lingerie

Asia-Pacific is the largest market for lingerie due to the growing penetration of e-commerce and rising disposable incomes. Moreover, with various popular brands entering the regional market with their online retailing websites and attractive discounts, the market is anticipated to witness higher growth in the coming years. For instance, in September 2023, the United States-based lingerie and lifestyle brand Victoria's Secret launched its women's lingerie and sleepwear ranges on its India e-commerce store to offer its entire product range to shoppers across India. Furthermore, manufacturers are introducing body-inclusive, sustainable variants for environmentally conscious consumers, especially millennials and the growing Generation Z population. Therefore, brands like 'Inner Sense,' the flagship brand of Green Ideology, an organic cotton and bamboo fiber manufacturing company, claim to offer skin-friendly lingerie with unique fiber with natural anti-bacterial and anti-microbial properties. The brand claims to provide India's first premium organic anti-microbial lingerie. Such factors are expected further to boost the market growth during the forecast period.

### Lingerie Industry Overview

The lingerie market is highly fragmented and intensely competitive, with the presence of numerous local and international players competing for a leading position in the market. Hansbrands Inc., Victoria's Secret & Co., Jockey International Inc., Triumph International, and PVH Corp. The key industry participants operate across various geographies with wide-ranging product lines across multiple stores to gain a competitive advantage. Moreover, leading companies are focused on new product launches by

directing their investment in new materials and design technology to cater to evolving consumer needs.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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