

# Research Report on Southeast Asia Women's Lingerie Industry 2023-2032

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## Abstracts

With the rapid economic growth in Southeast Asia and the improvement of living standards, the demand for women's lingerie is also on the rise. According to CRI's analysis, different countries in Southeast Asia have different preferences for lingerie due to different factors such as culture. Consumers in Thailand, Vietnam and other countries have a similar body shape to China, and are influenced by Japanese and Korean aesthetics, preferring girlish and cute intimate apparel.

In the Philippines and Malaysia, there is more demand for plus-size lingerie, and the cultural development of the Philippines is closer to the trendy open school of the Latin American market, so European and American style, sexy models of lingerie are very popular in the Philippines. Due to religious factors, Indonesian and Malaysian women consumers are more inclined to buy conservative lingerie.

At present, the Southeast Asian lingerie market is mainly occupied by international brands, Wacoal, Triumph and other international brands mostly entered the Southeast Asian women's lingerie market in the late 20th century, and have deep roots in the Southeast Asian market, making consumers form a high brand loyalty, although the average price is high, but still popular with middle and high income consumers.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries

vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2021. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2021, while Indonesia, which has the largest population, will have a population of about 275 million people in 2021.

With the economic development in Southeast Asia, the demand for lingerie among Southeast Asian women is on the rise. With a female population of over 300 million in Southeast Asia and a relatively young demographic, CRI expects that the market size for women's lingerie in Southeast Asia will continue to rise from 2023-2032.

At the same time, Southeast Asia has a cheap and abundant labor force and lower land costs, attracting global women's lingerie brands to invest in Southeast Asia to build factories and export their production of women's lingerie to the world.

Topics covered:

Southeast Asia Women's Lingerie Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Women's Lingerie Industry?

Which Companies are the Major Players in Southeast Asia Women's Lingerie Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Women's Lingerie Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Women's Lingerie Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Women's Lingerie Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia

Women's Lingerie Industry Market?

Which Segment of Southeast Asia Women's Lingerie Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Women's Lingerie Industry?

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