

Loungewear Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By End User (Female, Male, Kids), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Loungewear Market is projected to expand from a valuation of USD 7.11 Billion in 2025 to USD 11.83 Billion by 2031, achieving a CAGR of 8.86%. This sector comprises apparel designed principally for relaxation and comfort, such as joggers, sleepwear, and robes, which increasingly obscure the boundaries between domestic attire and public casual fashion. The market is underpinned by the permanence of hybrid work arrangements, which have normalized comfort-oriented clothing for professional settings. A core growth catalyst is the sustained consumer preference for physical well-being over strict formality, fostering demand for versatile clothing that combines functional softness with aesthetic appeal.

Despite these positive demand signals, the industry encounters significant hurdles due to international trade obstacles and volatile raw material costs that disrupt supply chain stability. Tariffs and inconsistent regulations frequently escalate manufacturing expenses and compress profit margins, forcing price increases on price-sensitive buyers. This economic pressure persists even amidst high usage rates; according to Cotton Incorporated, 29 percent of consumers in 2025 reported wearing sweats most frequently in the preceding month. This statistic underscores the category's enduring relevance even as it navigates complex logistical and financial challenges.

Market Driver

The rising demand for ethically sourced and sustainable materials is fundamentally

transforming production strategies within the loungewear industry. Brands are swiftly transitioning from conventional cotton and synthetic blends to organic fibers and recycled textiles to satisfy an environmentally conscious demographic that links personal comfort with ecological responsibility. This shift necessitates major investment in supply chain transparency and circular fashion efforts, as green credentials become a prerequisite for market entry rather than a niche differentiator. According to the H&M Group's 'Annual and Sustainability Report 2023' released in March 2024, the use of recycled or sustainably sourced materials in their commercial collections reached 85 percent, illustrating the industrial scale of this transition.

The convergence of holistic wellness trends with athleisure further fuels market expansion by merging physical health routines with daily relaxation needs. As consumers prioritize well-being, they seek versatile apparel that integrates technical performance properties, such as moisture management and durability, with the soft silhouettes of traditional sleepwear. This functional integration supports premium pricing strategies and maintains revenue growth despite economic fluctuations. According to Lululemon Athletica Inc., in their 'Fourth Quarter and Full Year Fiscal 2023 Results' from March 2024, net revenue rose 19 percent to 9.6 billion dollars, reflecting robust uptake of wellness-centric apparel. Furthermore, Inditex reported in their 'FY2023 Results' in March 2024 that online sales grew 16 percent to 9.1 billion euros, underscoring strong global demand for versatile fashion.

Market Challenge

Fluctuating raw material costs and international trade barriers constitute a formidable obstacle to the expansion of the global loungewear market, primarily by destabilizing supply chains and inflating production expenses. These economic frictions introduce volatility into the manufacturing process, making it difficult for brands to forecast costs or maintain consistent inventory levels for staple items like robes and joggers. When tariffs and regulatory inconsistencies increase the landed cost of goods, manufacturers face reduced profitability and are frequently compelled to raise retail prices. This inflation undermines the value proposition of loungewear, which relies heavily on accessibility and frequent replacement by consumers.

This disruption limits market potential by forcing companies to prioritize margin protection over volume growth. The inability to shield consumers from rising costs directly impacts demand among price-sensitive demographics. According to the United States Fashion Industry Association, in 2025, over 70 percent of surveyed companies reported that higher tariffs increased sourcing costs and subsequently led to higher

consumer prices. Such financial strain deters investment in new product lines and restricts the ability of brands to capitalize on the trend toward comfort, effectively dampening the sector's overall growth trajectory.

Market Trends

The integration of smart and temperature-regulating textiles is rapidly advancing the loungewear market, moving beyond basic comfort to offer functional thermoregulation. Brands are increasingly embedding technology such as moisture-wicking polymers and heat-retaining fibers into robes and sleep sets, catering to consumers who require garments that adapt to fluctuating indoor climates and improve sleep hygiene. This technical evolution transforms loungewear into a utility-focused category, driving sales even in mature markets by offering tangible performance benefits. According to Fast Retailing Co., Ltd., in October 2024, in the 'Consolidated Financial Results for the Year Ended August 31, 2024', revenue for UNIQLO International increased 19.1 percent year-on-year, a growth trajectory heavily supported by the global expansion of their functional LifeWear product lines which include advanced thermal technologies.

Simultaneously, the market is experiencing a structural pivot through the emphasis on inclusive and gender-neutral sizing, which fundamentally widens the total addressable market. By abandoning standard sizing charts in favor of adaptive fits and extended size ranges, manufacturers are capturing previously underserved demographics who prioritize fit precision over traditional gender labels. This inclusivity strategy has proven to be a potent revenue multiplier, allowing new entrants to rapidly seize market share from legacy intimate brands. According to The Impression, May 2024, in the article 'Skims is Evolving From Celebrity Startup to Global Fashion Powerhouse', the inclusive loungewear and shapewear brand achieved a compound annual growth rate of 37 percent between 2022 and 2024, illustrating the immense commercial scalability of body-positive product assortments.

Key Market Players

L Brands Inc.

H & M

Triumph International Holding GMBH

Authentic Brands Group LLC

Urban Outfitters

Nordstrom Inc.

Hanesbrands Inc.

Jockey International Inc.

Marks & Spencer Group Plc

PVH Corporation

Report Scope

In this report, the Global Loungewear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Loungewear Market, By End User

Female

Male

Kids

Loungewear Market, By Sales Channel

Supermarkets/Hypermarkets

Exclusive Stores

Online

Others

Loungewear Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Loungewear Market.

Available Customizations:

Global Loungewear Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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