

# **China Lingerie Market By Product Type (Bra, Knickers & Panties, Lounge Wear, Shape Wear, Others), By Distribution Channel (Online, Offline (Hypermarkets/ Supermarkets, Independent Retailers, Others), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

China Lingerie market is anticipated to grow during the forecast period due to rising usage of social media platforms, increasing consumer spending on clothing items, and growing consumer awareness regarding skin-friendly clothes.

The French word lingerie refers to everything people wear under their clothes, such as underwear, swimwear, etc. Lingerie is a category of undergarments worn by ladies under their clothing. Women wear lingerie with undergarments including underwear, bras, sleepwear, light robes, etc. It is made up of silk, nylon, polyester, satin, or lace. They are lightweight and simple to wear. The word “lingerie” is purposely chosen with the goal to suggest that the clothing is attractive, stylish, or both. Shopping for lingerie is a personal decision, and the best option will often depend on the budget and the availability of the products, for the best fit and comfort. The greatest underwear should fit well, be made of high-quality materials, be affordable, and be available in a variety of sizes.

According to the 2022 White Paper on Chinese Lingerie, published jointly by the Underwear Committee of the China Textile Commerce Association and the Qianzhan Industry Research Institute, women in China only buy lingerie on average four times a year.

## Rising Social Media Platforms and Internet Penetration Will Boost the Market Demand

An increase in consumer awareness of lingerie in China is largely attributed to the country's high internet usage. The nation has the most active users across all social media platforms, including QZone (190 million active users), RenRen (over 130 million users), etc. According to the 50th China Statistical Report on Internet Development published by China Internet Network Information Center, there were 1.05 billion internet users in China in June 2022, with 99.6 percent of them using cell phones (CNNIC). Therefore, the rising internet penetration and the rising popularity of social media platforms fuel the market demand for lingerie in China.

## Increasing Company's Spending on R&D & Marketing Strategies Will Fuel the Market Growth

Companies investing in R&D activities and market strategies to increase the growth of products is a significant aspect that fuels the market for lingerie in China during the forecast period. According to a report in the Chinese business media outlet 36Kr, one of China's lingerie businesses, Neiwai, just finished a USD100 million Series D fundraising round that was organized by an unidentified international investment firm. According to the brand, the money will be spent on R&D, brand development, and domestic and international sales channel expansion. Each season, Neiwai apparently introduces 400 to 500 SKUs. The company has opened more than 120 offline outlets in 32 first- and second-tier cities around the nation, in addition to e-commerce platforms. Therefore, the increasing investments by the companies for increasing revenue fuels the China lingerie market during the forecast period.

## Companies Expanding their Presence Ultimately Fueling the Market Growth

Chinese companies are implementing innovative marketing methods such as mergers and acquisitions with rival businesses to attract customers, thereby, driving the demand for China lingerie during the projection period. For instance, in 2022, in collaboration with the Underwear Committee of the China Textile Commerce Association, Cosmo Lady, China's 'top underwear stock' and producer of women's underwear, published a white paper on the domestic women's underwear market. Five essential elements form the foundation of Cosmo Lady's underwear: molded cups, functionality, premium fabrics, research and development, and stringent testing. Also, in 2021, Victoria's Secret collaborated with Chinese lingerie manufacturer, Regina Miracle International, for a 49% share in its Chinese operations. According to the terms of the arrangement,

Regina Miracle International will provide USD45 million in cash to Victoria's Secret, which will hold 51% of the joint venture. To expand through product development, distribution, and marketing, two corporations have formed a joint venture to run all Victoria's Secret stores and associated e-commerce enterprises in China. Therefore, expanding presence of the companies fuels the demand for lingerie in China during the forecast period.

### Company's Initiatives for Women's Welfare Drives the Market Growth

Chinese lingerie companies are also working to improve the health and welfare of women. For instance, Crystal International has moved to improve its community participation initiatives. A community engagement program was started by the intimate factory of Crystal International in China to give 16,000 pieces of professional lingerie and provide underprivileged women in Jiangxi province with healthcare knowledge and assistance. The bags contain QR codes that women may use to learn more about women's health and care. As a result, corporate initiatives for consumer health care will drive the expansion of the China lingerie market during the projected period.

### Market Segmentation

The China lingerie market is segmented into product type, distribution channel, region, and company. Based on product type, the market is segmented into bras, knickers & panties, loungewear, shapewear, and others. Based on distribution channels, the market is segmented into online, offline (hypermarkets/ supermarkets, independent retailers, and others). The market analysis also studies regional segmentation to devise regional market segmentation.

### Market Players

Shenzhen Huijie Group Co., Ltd., Cosmo Lady (China) Holdings Company Limited, Victoria's Secret & Co., Yancheng International Women's Fashion Co., Ltd., SIXTY EIGHT LIMITED, Aimer Group, Wacoal (China) Fashion Co., Ltd., Etam Group, Chun Wing Intimate Factory Ltd., Embry Holdings Limited are the major market players in China lingerie market.

### Report Scope:

In this report, the China lingerie market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

*China Lingerie Market By Product Type (Bra, Knickers & Panties, Lounge Wear, Shape Wear, Others), By Distribut...*

### China Lingerie Market, By Product Type:

Bra

Knickers & Panties

Lounge Wear

Shape Wear

Others

### China Lingerie Market, By Distribution Channel:

Online

Offline

Hypermarkets/ Supermarkets

Independent Retailers

Others

### China Lingerie Market, By Region:

South-Central

South-West

East

North-East

North-West

North

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the China lingerie market.

## Available Customizations:

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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