

Disposable Innerwear Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Vests, Briefs, Shorts, Bras, Panties, Others (Camisoles, Socks, etc.), By Material Type (Cotton-Based, Paper-Based, Others (Plastic, Nylon, etc.), By Application (Swimming Pool, Spas, Hotels, Hospitals, Salons, Others), By End-User (Men, Women), By Distribution Channel (Retail, Online, and Non-Retail), By Region, By Company

<https://marketpublishers.com/r/DD4C799E0000EN.html>

Date: September 2023

Pages: 175

Price: US\$ 4,900.00 (Single User License)

ID: DD4C799E0000EN

Abstracts

Global Disposable Innerwear's market size is anticipated to grow during the forecast period due to increasing new product launches by companies and rising demand from several spas and salons for disposable innerwear across the world.

Global Disposable Innerwear Market Scope

Disposable innerwear is a type of undergarment which is made to be used or worn just once before being thrown. Some people choose disposable innerwear for traveling in order to pack and carry less clothing. In some instances, disposable innerwear is specifically made to protect the skin and clothing of incontinence patients who are unable to control the flow of urine from the bladder. Some ladies use disposable innerwear to avoid stains on their regular undergarments during their menstrual cycle.

Disposable innerwear is made with several types of material such as cotton, paper, etc. Paper-based disposable innerwear is a thermoplastic polymer that is suitable for manufacturing light and disposable innerwear with a low density. Polypropylene fibers

are included in paper-based materials that do not have elasticity; therefore, paper-based fabric cannot be stretched. Cotton is the most common material for disposable innerwear as cotton fibers are stretchy, and the fabric is more comfortable to the user. Although cotton-based innerwear is more expensive than paper-based innerwear, it offers various advantages, including elasticity, skin-friendliness and comfort, as compared to paper-based disposable innerwear.

Global Disposable Innerwear Market Overview

The global disposable innerwear market is expected to witness a sudden surge in demand from the market, owing to the rising demand from pregnant women, elderly aged people, patients, spa and massage salons, women during the menstrual period, and traveling enthusiasts.

Globally, suppliers are focusing on catering to the demand of disposable innerwear in spas & salons by producing disposable bras, underwear, briefs, etc. The materials used in facial masks and aromatherapy oils can stain knickers, spas and beauty salons are particularly suitable settings for disposable innerwear. Such aromatherapy oil stains on underwear are hard to remove. To prevent their undies from becoming tarnished, people are advised to use disposable pants in spas, hot springs, and massage parlors. Therefore, with the rising number of spas and salons across the globe, the disposable innerwear market is simultaneously projected to grow during the forecast period.

Furthermore, the demand for maternity services is increasing as disposable cotton innerwear for pregnant women is considered as a good hygienic option. Moreover, disposable underwear does not stain, trap moisture, and works without any leakage issue, considering it to be ideal for pregnant women's choice. Therefore, it is also influencing the global disposable innerwear market. For instance, in United States, the fertility rate increased by 1% to 56.3 births, as compared to 2021. Therefore, with the rising fertility rate in various countries, manufacturers are focusing on developing high-quality products for maternity care in order to meet the upcoming demand from the market for maternity hospitals.

Global Disposable Innerwear Market Drivers

The global disposable innerwear market is being driven by the rise in health and hygiene awareness and increasing demand for maternity care. The disposable innerwear market for maternity care is expected to grow during the forecast period due to an increase in the fertility rate and the rise in strategic alliances between vendors and

maternity hospitals. For instance, in England, the fertility rate or the number of live births per 1,000 women, increased in 2021, rising from 55.1 to 55.8 births per 1,000 women. The demand for maternity care is rising as a result of the requirement to prevent infections and ensure the safety of mothers and children after delivery.

Numerous services, including massages, treatments, and manicures, are provided by the region's salon and spa industries, all of which employ disposable undergarments. In addition, Thailand, Malaysia, and Indonesia have the most spas and wellness facilities, which has led to an increase in wellness travel to these nations. For instance, according to travel daily media. Thailand ranked first among wellness retreats overall, receiving a score of 9.5/10. Thailand, which is frequently referred to as the spa capital of Asia, is the location of some of the most lavish and healing retreats on earth. Indonesia comes in second with an overall wellness retreat rating of 8.5/10. Due to its warm climate, Indonesia is one of our top picks for a wellness retreat.

Global Disposable Innerwear Market Trends

Major trends in the global disposable innerwear market are rising awareness of environmentally friendly and cotton-based disposable innerwear. The market has seen significant changes because of the adoption of biodegradable materials such as paper and cotton, etc. Manufacturers use 100% cotton materials because they allow air to pass through and increase comfort. As this fabric is elastic, it instantly stretches to fit the user. Also, they are providing eco-friendly products in order to protect the environment. For instance, DNEI company offers eco-friendly disposable bra and underwear for women and girls. The bra and underwear are made of a non-woven fabric that is environmentally friendly, thin, breathable, soft, and skin-friendly. This bra and underwear are hygienic, and they can be discarded after use. Additionally, in 2021, Zero Waste by Urb'n Nature expanded their line of eco-friendly spa and hotel services with disposable spa underwear which is made up of plant fibers, including cotton and modal, that is compostable and plastic-free. As a result, growing environmental awareness and the production of eco-friendly products are collectively driving the global disposable innerwear market growth.

Furthermore, the increasing e-commerce sector all around the world also drives the global disposable innerwear market growth during the forecast period. E-commerce platforms have made it easier for consumers to purchase disposable innerwear from the comfort of their homes, with a wider variety of products and brands available. This has expanded the market reach of manufacturers, as they are now able to sell their products to consumers in different regions and countries.

Global Disposable Innerwear Market Challenges

The disposable innerwear market is highly competitive, with low-cost options available. This puts pressure on manufacturers to keep prices low, which can make it difficult to maintain quality in the products. This can result in low profit margins, especially if the manufacturer is competing with other low-cost producers who are also willing to lower their prices. In order to maintain profitability, manufacturers may need to focus on reducing their production costs or finding ways to add value to their products to justify a higher price point. Therefore, high competition among the companies impedes the global disposable innerwear market growth during the forecast period.

Furthermore, the higher availability of substitutes in the market and lack of awareness among consumers regarding the product also hinders the growth of the global disposable innerwear market during the forecast period.

Global Disposable Innerwear Market Opportunities

Due to the growing consumer preference for eco-friendly products, the manufacturers have a significant opportunity to make it in order to gain a competitive edge in the market. According to the survey by GreenPrint which is a business of sustainability index in 2021, 64% of Americans are willing to pay more for environment friendly products. A product that is clearly marked as environment friendly is more likely to be bought by 78% of consumers. Another 73% of Americans influence their shopping decisions in proportion to a product's environmental friendliness. Thus, companies have a great opportunity to manufacture eco-friendly disposable innerwear in the United States.

Additionally, as disposable innerwear is frequently used in spas and salons, the growing number of spas and salons worldwide provides an opportunity for disposable innerwear manufacturers. According to the Small Business Development Center Network (SBDCNet), there are 77,000 beauty salons in the US, and the 50 leading salon owners bring in around 15% of the country's total industry income. Thus, the data shows that the rising number of salons provides a great opportunity to invest in the disposable innerwear market. Also, in order to increase consumer awareness of their products and personal cleanliness, businesses could also develop alliances with spas and salons.

Company Profiles

IndiaMART InterMESH Ltd. (Aromablendz, Dispowear Sterite Company), EZbra Advanced Wound Care Ltd., Guangzhou Junqian Nonwoven Co. Ltd., Spakits Co., Ltd., Tiico Paper (China) Co.,Ltd., Kosmochem Private Limited, One-Wear Group Limited, Simple Solutions, Inc. (Underworks), Winner Medical Co., Ltd. (Purcotton), Qosina Corp (Qosmedix), etc. are the market players in the global disposable innerwear market during the forecast period.

Market Segmentation

The global disposable innerwear market is segmented into product type, material type, application, end-user, and distribution channel, and region. Based on product type, the market is segmented into vests, briefs, shorts, bras, panties, and others (camisoles, socks, etc.). Based on the material type, the market is segmented into cotton-based, paper-based and others (plastic, nylon, etc.). Based on application, the market is segmented into swimming pool, spas, hotels, hospitals, salons, and others. Based on end-user, the market is segmented into man and women. Based on the distribution channel, the market is segmented into retail, online, and non-retail. The market analysis also studies regional segmentation to devise regional market segmentation.

Report Scope:

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

Disposable Innerwear Market, By Product Type:

Vests

Briefs

Shorts

Bras

Panties

Others

Disposable Innerwear Market, By Material Type:

Cotton-Based

Paper-Based

Others

Disposable Innerwear Market, By Application:

Swimming Pool

Spas

Hotels

Hospitals

Salons

Others

Disposable Innerwear Market, By End-User:

Men

Women

Disposable Innerwear Market, By Distribution Channel:

Retail

Online

Non-Retail

Disposable Innerwear Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global disposable innerwear 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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 - 16.1.3.2. Product & Services
 - 16.1.3.3. Financials (As Per Availability)
 - 16.1.3.4. Key Market Focus & Geographical Presence
 - 16.1.3.5. Recent Developments
 - 16.1.3.6. Key Management Personnel
- 16.1.4. Spakits Co., Ltd.
 - 16.1.4.1. Company Details
 - 16.1.4.2. Product & Services
 - 16.1.4.3. Financials (As Per Availability)
 - 16.1.4.4. Key Market Focus & Geographical Presence
 - 16.1.4.5. Recent Developments
 - 16.1.4.6. Key Management Personnel
- 16.1.5. Tiico Paper (China) Co.,Ltd.
 - 16.1.5.1. Company Details
 - 16.1.5.2. Product & Services
 - 16.1.5.3. Financials (As Per Availability)
 - 16.1.5.4. Key Market Focus & Geographical Presence
 - 16.1.5.5. Recent Developments
 - 16.1.5.6. Key Management Personnel
- 16.1.6. Kosmochem Private Limited
 - 16.1.6.1. Company Details
 - 16.1.6.2. Product & Services
 - 16.1.6.3. Financials (As Per Availability)
 - 16.1.6.4. Key Market Focus & Geographical Presence
 - 16.1.6.5. Recent Developments
 - 16.1.6.6. Key Management Personnel
- 16.1.7. One-Wear Group Limited
 - 16.1.7.1. Company Details
 - 16.1.7.2. Product & Services
 - 16.1.7.3. Financials (As Per Availability)
 - 16.1.7.4. Key Market Focus & Geographical Presence

- 16.1.7.5. Recent Developments
- 16.1.7.6. Key Management Personnel
- 16.1.8. Simple Solutions, Inc. (Underworks)
 - 16.1.8.1. Company Details
 - 16.1.8.2. Product & Services
 - 16.1.8.3. Financials (As Per Availability)
 - 16.1.8.4. Key Market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Winner Medical Co., Ltd. (Purcotton)
 - 16.1.9.1. Company Details
 - 16.1.9.2. Product & Services
 - 16.1.9.3. Financials (As Per Availability)
 - 16.1.9.4. Key Market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. Qosina Corp (Qosmedix)
 - 16.1.10.1. Company Details
 - 16.1.10.2. Product & Services
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

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