

India Lingerie Market By Product Type (Bra, Knickers & Panties, Lounge Wear, Shape Wear, Others), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Traditional Stores, Online, and Others (Exclusive Stores)), By Region, By Company, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/I923749367BEN.html>

Date: September 2023

Pages: 90

Price: US\$ 3,500.00 (Single User License)

ID: I923749367BEN

Abstracts

The Indian lingerie market is poised for growth in the forecast period due to the escalating popularity of social media platforms, increasing internet penetration, and the expansion of e-commerce avenues.

Lingerie, a term denoting women's undergarments, has evolved over time. Initially rooted in practicality or modesty, it now spans a spectrum from functional to ornamental. The contemporary lingerie market comprises two primary categories: one geared towards practicality, encompassing items like slips and camisoles worn under outer clothing, and the other, more ornate and alluring, featuring decorative corsets, elegant bra and underwear sets, nightgowns, and even stylish short robes and camisoles.

The role of lingerie in women's wardrobes is growing significantly, buoyed by India's urbanization. The market is undergoing substantial growth, and this trajectory is expected to persist.

Driving Factors: Social Media and Internet Penetration

India's robust internet usage is attributed to heightened consumer awareness of lingerie. Active user bases across various social media platforms, including Instagram (230.3 million users), Facebook Messenger (122.5 million users), and Twitter (23.60

million users), underscore the country's high engagement levels. As of January 2022, India had 658.0 million internet users, with 467.0 million active social media users. This substantial presence, amounting to 33.4% of the country's total population, augments the popularity of lingerie. Consequently, the rising popularity of social media platforms and increased internet penetration are set to drive demand for lingerie during the forecast period.

Marketing Strategies: Aiding Market Expansion

Companies investing in R&D and marketing tactics are poised to bolster the lingerie market in India. Celebrity endorsements, like Zivame's collaboration with Indian actress Kriti Sanon for the 'Grand Lingerie Festival,' serve as effective strategies to enhance brand visibility, attract customers, and drive sales. Zivame's biannual intimate wear event, featuring an extensive range of products, underscores the power of marketing efforts. Thus, amplified spending on strategic marketing initiatives contributes to the growth of the Indian lingerie market.

Market Expansion via Strategic Moves

Market demand for Indian lingerie is set to surge due to strategic moves by companies to attract customers. Mergers and acquisitions, such as Reliance Retail Ventures Limited's (RRVL) acquisition of a majority stake in Clovia and the purchase of retail lingerie companies under the brand 'Amante,' are instrumental in expanding the lingerie market. These strategic endeavors enhance market presence, product offerings, and customer reach, thereby contributing to market growth.

Fabrics and Trends: Key Market Drivers

The Indian lingerie market's growth is bolstered by the trend of using flexible fabrics. Materials like lace, cotton, nylon, silk, and sheer textiles cater to diverse consumer preferences. Designers emphasize opulent elements, including lace and embroidery, to create elegant undergarments that resonate with style-conscious consumers. This focus on versatile and fashionable designs encourages innovation and ensures the lingerie market's sustained growth.

In conclusion, the Indian lingerie market is poised for expansion due to a confluence of factors ranging from social media influence and internet penetration to marketing strategies, strategic business moves, and fabric trends. This growth trajectory is set to redefine the landscape of lingerie consumption in India.

Market Segmentation

The Indian lingerie market is segmented on the basis of product type, distribution channel, region, and company. Based on product type, the market is further segmented into bras, knickers & panties, loungewear, shapewear, and others. Based on distribution channels, the market is further segmented into supermarkets/hypermarkets, multi-branded stores, traditional stores, online, and others (exclusive stores). The market analysis also divided on the basis of region.

Market Players

Page Industries Ltd, Rupa & Company Limited, Triumph International (India) Pvt Ltd., Lovable Lingerie Ltd., Lux Industries Limited, Dixcy Textiles Pvt Ltd., Modenik Lifestyle Private Limited. (Enamor), Mas Brands India Private Limited, Reliance Retail Limited (Zivame), Tailor and Circus Clothing LLP are the major market players in the Indian lingerie market.

Report Scope:

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

India Lingerie Market, By Product Type:

Bra

Knickers & Panties

Lounge Wear

Shape Wear

Others

India Lingerie Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Traditional Stores

Online

Others

India Lingerie Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Indian 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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