

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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced After Purchase

5. INDIA LINGERIE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Bra, Knickers & Panties, Lounge Wear,

Shape Wear, Others)

5.2.2. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Multi-Branded Stores, Traditional Stores, Online, and Others (Exclusive Stores))

5.2.3. By Region Market Share Analysis

5.2.3.1. North Market Share Analysis

5.2.3.2. West Market Share Analysis

5.2.3.3. South Market Share Analysis

5.2.3.4. East Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. India Lingerie Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.3. By Region Market Mapping & Opportunity Assessment

6. INDIA BRA MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis ((Padded-Wired, Non Padded-Wired, Padded-Non Wired and Non Padded- Non Wired)

6.2.2. By Distribution Channel Market Share Analysis

6.3. Best Selling SKUs

7. INDIA KNICKERS & PANTIES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type Market Share Analysis (No Line, French Cuts, Classic Brief and Others)

7.2.2. By Distribution Channel Market Share Analysis

7.3. Best Selling SKUs

8. INDIA LOUNGE WEAR MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type Market Share Analysis (Camisoles, Lingerie Sets, Nighty and Others)

8.2.2. By Distribution Channel Market Share Analysis

8.3. Best Selling SKUs

9. INDIA SHAPE WEAR MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type Market Share Analysis (Body Shaper, Tummy and Thigh Shaper, Shaper Brief, and Others)

9.2.2. By Distribution Channel Market Share Analysis

9.3. Best Selling SKUs

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Rising internet usage

10.1.2. Increasing collaborations among companies

10.1.3. Product introductions are becoming more frequent.

10.2. Challenges

10.2.1. Higher competition

10.2.2. Local and unorganized sellers provide reasonably priced goods.

11. IMPACT OF COVID-19 ON THE INDIA LINGERIE MARKET

11.1. Impact Assessment Model

11.1.1. Key Segments Impacted

11.1.2. Key Regions Impacted

11.1.3. Key Countries Impacted

11.1.4. Key Distribution Channel Impacted

12. MARKET TRENDS & DEVELOPMENTS

12.1. Rising working women population

12.2. Growing popularity of social media platforms

12.3. Companies spending on marketing strategies

12.4. Rapid Urbanization

12.5. Increasing adherence to western culture

13. PORTER'S FIVE FORCES MODEL

- 13.1. Competitive Rivalry
- 13.2. Bargaining Power of Buyers
- 13.3. Bargaining Power of Suppliers
- 13.4. Threat of New Entrants
- 13.5. Threat of Substitutes

14. SUPPLY CHAIN ANALYSIS

15. IMPORT & EXPORT ANALYSIS

- 15.1. Top 5 Exporting Countries
 - 15.1.1. By Value
- 15.2. Top 5 Importing Countries
 - 15.2.1. By Value

16. SWOT ANALYSIS

- 16.1. Strengths
- 16.2. Weaknesses
- 16.3. Opportunities
- 16.4. Threats

17. POLICY & REGULATORY LANDSCAPE

18. INDIA ECONOMIC PROFILE

19. COMPETITIVE LANDSCAPE

- 19.1. Company Profiles
 - 19.1.1. Page Industries Ltd
 - 19.1.1.1. Company Details
 - 19.1.1.2. Product & Services

- 19.1.1.3. Financials (As Per Availability)
- 19.1.1.4. Key Market Focus & Geographical Presence
- 19.1.1.5. Recent Developments
- 19.1.1.6. Key Management Personnel
- 19.1.2. RUPA & COMPANY LIMITED
 - 19.1.2.1. Company Details
 - 19.1.2.2. Product & Services
 - 19.1.2.3. Financials (As Per Availability)
 - 19.1.2.4. Key Market Focus & Geographical Presence
 - 19.1.2.5. Recent Developments
 - 19.1.2.6. Key Management Personnel
- 19.1.3. Triumph International (India) Pvt Ltd.
 - 19.1.3.1. Company Details
 - 19.1.3.2. Product & Services
 - 19.1.3.3. Financials (As Per Availability)
 - 19.1.3.4. Key Market Focus & Geographical Presence
 - 19.1.3.5. Recent Developments
 - 19.1.3.6. Key Management Personnel
- 19.1.4. Lovable Lingerie Ltd.
 - 19.1.4.1. Company Details
 - 19.1.4.2. Product & Services
 - 19.1.4.3. Financials (As Per Availability)
 - 19.1.4.4. Key Market Focus & Geographical Presence
 - 19.1.4.5. Recent Developments
 - 19.1.4.6. Key Management Personnel
- 19.1.5. Lux Industries Limited
 - 19.1.5.1. Company Details
 - 19.1.5.2. Product & Services
 - 19.1.5.3. Financials (As Per Availability)
 - 19.1.5.4. Key Market Focus & Geographical Presence
 - 19.1.5.5. Recent Developments
 - 19.1.5.6. Key Management Personnel
- 19.1.6. Dixcy Textiles Pvt Ltd.
 - 19.1.6.1. Company Details
 - 19.1.6.2. Product & Services
 - 19.1.6.3. Financials (As Per Availability)
 - 19.1.6.4. Key Market Focus & Geographical Presence
 - 19.1.6.5. Recent Developments
 - 19.1.6.6. Key Management Personnel

- 19.1.7. Modenik Lifestyle Private Limited. (Enamor)
 - 19.1.7.1. Company Details
 - 19.1.7.2. Product & Services
 - 19.1.7.3. Financials (As Per Availability)
 - 19.1.7.4. Key Market Focus & Geographical Presence
 - 19.1.7.5. Recent Developments
 - 19.1.7.6. Key Management Personnel
- 19.1.8. MAS BRANDS INDIA PRIVATE LIMITED
 - 19.1.8.1. Company Details
 - 19.1.8.2. Product & Services
 - 19.1.8.3. Financials (As Per Availability)
 - 19.1.8.4. Key Market Focus & Geographical Presence
 - 19.1.8.5. Recent Developments
 - 19.1.8.6. Key Management Personnel
- 19.1.9. Reliance Retail Limited (Zivame)
 - 19.1.9.1. Company Details
 - 19.1.9.2. Product & Services
 - 19.1.9.3. Financials (As Per Availability)
 - 19.1.9.4. Key Market Focus & Geographical Presence
 - 19.1.9.5. Recent Developments
 - 19.1.9.6. Key Management Personnel
- 19.1.10. Tailor and Circus Clothing LLP
 - 19.1.10.1. Company Details
 - 19.1.10.2. Product & Services
 - 19.1.10.3. Financials (As Per Availability)
 - 19.1.10.4. Key Market Focus & Geographical Presence
 - 19.1.10.5. Recent Developments
 - 19.1.10.6. Key Management Personnel

20. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 20.1. Key Focus Areas
- 20.2. Target Product Type
- 20.3. Target Distribution Channel

21. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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