

Knitted Underwear Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Boxers, Briefs, Thongs, Boyshorts, Performance Underwear), By Material (Cotton, Modal, Bamboo Fiber, Wool, Blends), By Age Group (Children (0-12 years), Teenagers (13-19 years), Adults (20-40 years), Middle-aged (41-60 years), Seniors), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Knitted Underwear Market was valued at USD 25.43 billion in 2024 and is projected to reach USD 33.69 billion by 2030, expanding at a CAGR of 4.8% during the forecast period. This market is witnessing consistent growth fueled by increasing consumer demand for comfortable, breathable, and sustainable innerwear solutions. Changing fashion sensibilities, rising awareness of personal hygiene, and the shift toward eco-conscious living are key factors boosting adoption. Materials such as organic cotton, bamboo fiber, and modal blends are gaining traction due to their softness, breathability, and environmental benefits. Additionally, the growing interest in functional innerwear that combines comfort with performance attributes—especially in active and athleisure lifestyles—is contributing to market expansion across all age groups and regions.

Key Market Drivers

Rising Demand for Comfort and Functional Activewear

A major factor driving the knitted underwear market is the heightened consumer focus on comfort and multifunctionality in everyday clothing. With more individuals adopting active lifestyles and seeking health-oriented apparel, demand is increasing for undergarments that offer moisture management, flexibility, and breathability. Knitted underwear made from performance fabrics—such as modal, bamboo blends, and other advanced textiles—delivers superior comfort for daily and athletic wear alike. The popularity of athleisure has also influenced purchasing behavior, with consumers favoring lightweight, seamless, and adaptive underwear. Innovations such as temperature-regulating and antimicrobial fabrics are particularly appealing to health-conscious consumers, supporting continued growth in this segment.

Key Market Challenges

Rising Raw Material Costs and Supply Chain Disruptions

Volatility in raw material pricing poses a significant challenge to manufacturers in the knitted underwear market. Natural fibers like organic cotton, bamboo, and wool are susceptible to price swings influenced by agricultural variables, climate conditions, and geopolitical events. The surge in demand for eco-friendly materials has also strained supply chains, increasing procurement and processing costs. For synthetic blends, fluctuating petroleum prices affect affordability and availability. These factors collectively pressure manufacturers to either absorb rising costs or raise retail prices, potentially reducing product accessibility in cost-sensitive regions. Ongoing supply chain instability also complicates inventory planning and product rollout strategies, particularly for brands pursuing sustainable sourcing.

Key Market Trends

Technological Advancements in Smart and Performance Fabrics

The integration of advanced textile technologies is a key trend transforming the knitted underwear market. Brands are increasingly adopting smart and performance fabrics that offer features such as moisture-wicking, odor control, and thermal regulation. These innovations cater to consumer preferences for comfort and hygiene, especially among fitness-oriented users. Emerging applications include antibacterial yarns, UV-resistant materials, and even health-monitoring fabrics embedded with sensors. Compression designs and phase-change materials (PCMs) are also gaining momentum in performance underwear, enhancing muscular support and thermoregulation. As

consumer demand shifts toward intelligent, value-added products, such technological enhancements are expected to redefine brand differentiation and premium offerings in the market.

Key Market Players

HanesBrands Inc.

adidas AG

Macy's Inc.

PVH Corp.

Jockey International, Inc.

Giorgio Armani S.p.A.

ExOfficio LLC

Fruit of the Loom, Inc.

Rupa & Company Limited

Wolford AG

Report Scope:

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

Knitted Underwear Market, By Product Type:

Boxers

Briefs

Thongs

Boyshorts

Performance Underwear

Knitted Underwear Market, By Material:

Cotton

Modal

Bamboo Fiber

Wool

Blends

Knitted Underwear Market, By Age Group:

Children (0–12 years)

Teenagers (13–19 years)

Adults (20–40 years)

Middle-aged (41–60 years)

Seniors

Knitted Underwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global knitted underwear market.

Available Customizations:

Global Knitted Underwear 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

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. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL KNITTED UNDERWEAR 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 (Boxers, Briefs, Thongs, Boyshorts, Performance Underwear)
 - 5.2.2. By Material Market Share Analysis (Cotton, Modal, Bamboo Fiber, Wool, Blends)

5.2.3. By Age Group Market Share Analysis (Children (0-12 years), Teenagers (13-19 years), Adults (20-40 years), Middle-aged (41-60 years), Seniors)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. Europe Market Share Analysis

5.2.4.3. Asia-Pacific Market Share Analysis

5.2.4.4. Middle East & Africa Market Share Analysis

5.2.4.5. South America Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Global Knitted Underwear Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Material Market Mapping & Opportunity Assessment

5.3.3. By Age Group Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA KNITTED UNDERWEAR 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

6.2.2. By Material Market Share Analysis

6.2.3. By Age Group Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States Knitted Underwear Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Product Type Market Share Analysis

6.2.4.1.2.2. By Material Market Share Analysis

6.2.4.1.2.3. By Age Group Market Share Analysis

6.2.4.2. Canada Knitted Underwear Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Product Type Market Share Analysis

6.2.4.2.2.2. By Material Market Share Analysis

6.2.4.2.2.3. By Age Group Market Share Analysis

6.2.4.3. Mexico Knitted Underwear Market Outlook

- 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
- 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Product Type Market Share Analysis
 - 6.2.4.3.2.2. By Material Market Share Analysis
 - 6.2.4.3.2.3. By Age Group Market Share Analysis

7. EUROPE KNITTED UNDERWEAR 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
 - 7.2.2. By Material Market Share Analysis
 - 7.2.3. By Age Group Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France Knitted Underwear Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Product Type Market Share Analysis
 - 7.2.4.1.2.2. By Material Market Share Analysis
 - 7.2.4.1.2.3. By Age Group Market Share Analysis
 - 7.2.4.2. Germany Knitted Underwear Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Product Type Market Share Analysis
 - 7.2.4.2.2.2. By Material Market Share Analysis
 - 7.2.4.2.2.3. By Age Group Market Share Analysis
 - 7.2.4.3. Spain Knitted Underwear Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Product Type Market Share Analysis
 - 7.2.4.3.2.2. By Material Market Share Analysis
 - 7.2.4.3.2.3. By Age Group Market Share Analysis
 - 7.2.4.4. Italy Knitted Underwear Market Outlook
 - 7.2.4.4.1. Market Size & Forecast

- 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Product Type Market Share Analysis
 - 7.2.4.4.2.2. By Material Market Share Analysis
 - 7.2.4.4.2.3. By Age Group Market Share Analysis
- 7.2.4.5. United Kingdom Knitted Underwear Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Product Type Market Share Analysis
 - 7.2.4.5.2.2. By Material Market Share Analysis
 - 7.2.4.5.2.3. By Age Group Market Share Analysis

8. ASIA-PACIFIC KNITTED UNDERWEAR 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
 - 8.2.2. By Material Market Share Analysis
 - 8.2.3. By Age Group Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Knitted Underwear Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Product Type Market Share Analysis
 - 8.2.4.1.2.2. By Material Market Share Analysis
 - 8.2.4.1.2.3. By Age Group Market Share Analysis
 - 8.2.4.2. Japan Knitted Underwear Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Product Type Market Share Analysis
 - 8.2.4.2.2.2. By Material Market Share Analysis
 - 8.2.4.2.2.3. By Age Group Market Share Analysis
 - 8.2.4.3. India Knitted Underwear Market Outlook
 - 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value

- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Product Type Market Share Analysis
 - 8.2.4.3.2.2. By Material Market Share Analysis
 - 8.2.4.3.2.3. By Age Group Market Share Analysis
- 8.2.4.4. Vietnam Knitted Underwear Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Product Type Market Share Analysis
 - 8.2.4.4.2.2. By Material Market Share Analysis
 - 8.2.4.4.2.3. By Age Group Market Share Analysis
- 8.2.4.5. South Korea Knitted Underwear Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Product Type Market Share Analysis
 - 8.2.4.5.2.2. By Material Market Share Analysis
 - 8.2.4.5.2.3. By Age Group Market Share Analysis

9. MIDDLE EAST & AFRICA KNITTED UNDERWEAR 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
 - 9.2.2. By Material Market Share Analysis
 - 9.2.3. By Age Group Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa Knitted Underwear Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Product Type Market Share Analysis
 - 9.2.4.1.2.2. By Material Market Share Analysis
 - 9.2.4.1.2.3. By Age Group Market Share Analysis
 - 9.2.4.2. Saudi Arabia Knitted Underwear Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value
 - 9.2.4.2.2. Market Share & Forecast

- 9.2.4.2.2.1. By Product Type Market Share Analysis
- 9.2.4.2.2.2. By Material Market Share Analysis
- 9.2.4.2.2.3. By Age Group Market Share Analysis
- 9.2.4.3. UAE Knitted Underwear Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Product Type Market Share Analysis
 - 9.2.4.3.2.2. By Material Market Share Analysis
 - 9.2.4.3.2.3. By Age Group Market Share Analysis
- 9.2.4.4. Turkey Knitted Underwear Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Product Type Market Share Analysis
 - 9.2.4.4.2.2. By Material Market Share Analysis
 - 9.2.4.4.2.3. By Age Group Market Share Analysis
- 9.2.4.5. Kuwait Knitted Underwear Market Outlook
 - 9.2.4.5.1. Market Size & Forecast
 - 9.2.4.5.1.1. By Value
 - 9.2.4.5.2. Market Share & Forecast
 - 9.2.4.5.2.1. By Product Type Market Share Analysis
 - 9.2.4.5.2.2. By Material Market Share Analysis
 - 9.2.4.5.2.3. By Age Group Market Share Analysis
- 9.2.4.6. Egypt Knitted Underwear Market Outlook
 - 9.2.4.6.1. Market Size & Forecast
 - 9.2.4.6.1.1. By Value
 - 9.2.4.6.2. Market Share & Forecast
 - 9.2.4.6.2.1. By Product Type Market Share Analysis
 - 9.2.4.6.2.2. By Material Market Share Analysis
 - 9.2.4.6.2.3. By Age Group Market Share Analysis

10. SOUTH AMERICA KNITTED UNDERWEAR MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type Market Share Analysis
 - 10.2.2. By Material Market Share Analysis

- 10.2.3. By Age Group Market Share Analysis
- 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Brazil Knitted Underwear Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Product Type Market Share Analysis
 - 10.2.4.1.2.2. By Material Market Share Analysis
 - 10.2.4.1.2.3. By Age Group Market Share Analysis
 - 10.2.4.2. Argentina Knitted Underwear Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Product Type Market Share Analysis
 - 10.2.4.2.2.2. By Material Market Share Analysis
 - 10.2.4.2.2.3. By Age Group Market Share Analysis
 - 10.2.4.3. Colombia Knitted Underwear Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Product Type Market Share Analysis
 - 10.2.4.3.2.2. By Material Market Share Analysis
 - 10.2.4.3.2.3. By Age Group Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Type Launches (If Any)
- 12.3. Recent Developments

13. SWOT ANALYSIS

- 13.1. Strength
- 13.2. Weaknesses

13.3. Opportunity

13.4. Threat

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. HanesBrands Inc.

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Product Types & Services

14.1.1.4. Financials (As Reported)

14.1.1.5. Recent Developments

14.1.1.6. Key Personnel Details

14.1.2. adidas AG

14.1.3. Macy's Inc.

14.1.4. PVH Corp.

14.1.5. Jockey International, Inc.

14.1.6. Giorgio Armani S.p.A.

14.1.7. ExOfficio LLC

14.1.8. Fruit of the Loom, Inc.

14.1.9. Rupa & Company Limited

14.1.10. Welford AG.

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas

15.1.1. Target Product Type

15.1.2. Target Material

15.1.3. Target Age Group

16. ABOUT US & DISCLAIMER

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