

Mountain Bike Shoes Market By End User (Male, Female), By Price Range (Premium, Mass), By Distribution Channel (Offline, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The global men's underwear market was valued at USD 35.7 billion in 2022 and is expected to exhibit robust growth in the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 7.8% through 2028. This market is characterized by its dynamic nature and continuous innovation, with various product types such as boxers, briefs, boxer briefs, trunks, and more, all designed to offer comfort and support to men.

One of the key drivers of growth in this market is the increasing focus on comfort and functionality. Men are now seeking underwear that not only looks good but also provides day-long comfort. This demand has led to the development of new materials and technologies that enhance breathability, moisture-wicking, and durability while maintaining a stylish appearance.

Another significant trend is the growing demand for sustainable and eco-friendly options. Many consumers are now looking for underwear made from organic and renewable materials, as well as products that are ethically produced and have a reduced environmental impact.

Fashion trends also influence the men's underwear market, with an emphasis on bold colors, patterns, and designs. This reflects a shift in consumer preferences towards stylish and trendy underwear that complements their overall fashion choices.

The role of e-commerce has been pivotal in the market's growth, allowing consumers to explore a wide variety of brands and styles online. Additionally, social media and

influencer marketing have contributed to increased brand visibility and consumer engagement.

In conclusion, the global men's underwear market continues to evolve, driven by the pursuit of comfort, sustainability, and style. It remains a competitive and dynamic industry with ongoing opportunities for innovation and growth.

Key Market Drivers

Changing Consumer Preferences and Comfort-Driven Designs:

Consumer preferences in the men's underwear market have evolved significantly. Comfort is now a top priority, with men seeking underwear that offers not only support but also all-day comfort. This shift has led to innovations in materials and designs, including fabrics with enhanced breathability, moisture-wicking properties, and ergonomic designs. Brands are investing in research and development to create underwear that provides a comfortable fit and addresses issues like chafing and discomfort.

Sustainability and Eco-Friendly Materials:

Sustainability has become a major driver in the global men's underwear market. Consumers are increasingly conscious of the environmental impact of their clothing choices. This has resulted in a surge in demand for eco-friendly and sustainable underwear options. Brands are responding by using organic and renewable materials, such as organic cotton, bamboo, and recycled fabrics. They are also adopting ethical and environmentally responsible manufacturing processes. Sustainable certifications and transparent supply chains are becoming important marketing points for many brands, appealing to eco-conscious consumers.

Fashion Trends and Stylish Designs:

Fashion trends play a significant role in the men's underwear market. Men are now more fashion-conscious than ever, seeking stylish and trendy underwear that complements their overall attire. This has resulted in a wide range of designs, colors, and patterns. Brands are constantly introducing new collections that cater to various fashion tastes, including bold prints, vibrant colors, and unique textures. Moreover, the rise of social media and influencer marketing has further propelled the importance of aesthetics in the market, with influencers promoting fashionable underwear brands to

their followers.

E-Commerce and Online Shopping:

The growth of e-commerce has revolutionized how consumers shop for men's underwear. Online platforms provide a convenient and diverse shopping experience, allowing consumers to explore a wide range of brands and styles from the comfort of their homes. The ease of online shopping, coupled with detailed product descriptions and customer reviews, empowers consumers to make informed choices. Many brands have established a strong online presence, and some are exclusively digital. This digital landscape has intensified competition, prompting brands to offer competitive pricing, innovative marketing strategies, and responsive customer service to capture online market share.

Influence of Athleisure and Sports:

The rise of athleisure and sports-related activities has significantly impacted the men's underwear market. Men now expect their underwear to provide not only everyday comfort but also support for active lifestyles. Performance-based fabrics and designs have gained traction, catering to athletes and fitness enthusiasts. Moisture-wicking materials, compression technology, and seamless construction are some of the innovations that have emerged to meet these demands. Additionally, the trend of wearing sporty or athletic-inspired underwear as casualwear has contributed to the market's growth.

Key Market Challenges

Intense Competition and Brand Proliferation:

One of the primary challenges in the men's underwear market is the intense competition and the proliferation of brands. The market is saturated with numerous established and emerging brands, both large and small, all vying for consumer attention. This high level of competition leads to pricing pressures, making it challenging for brands to maintain profitability. Moreover, with so many options available, consumers often struggle to differentiate between brands, leading to a reliance on factors such as price, design, or loyalty.

Supply Chain Disruptions and Raw Material Costs:

The men's underwear industry relies on global supply chains to source materials and produce products. Disruptions in the supply chain, whether due to natural disasters, geopolitical issues, or pandemics (as seen with COVID-19), can impact production schedules and lead to delays in delivering products to consumers. Additionally, fluctuations in the prices of raw materials, such as cotton and synthetic fibers, can affect production costs and profit margins. Brands need to adapt to these challenges by diversifying their supply sources and considering alternative materials.

Sustainability and Ethical Concerns:

While sustainability is a driver in the men's underwear market, it also presents a challenge. Meeting the growing demand for eco-friendly products can be complex and costly. Sourcing sustainable materials, adopting eco-friendly manufacturing processes, and ensuring ethical labor practices throughout the supply chain can increase production costs. Furthermore, verifying and communicating sustainability claims to consumers requires transparency and certifications, which can be resource-intensive. Balancing these considerations while maintaining competitive pricing is a delicate challenge for brands in this market.

Consumer Education and Awareness:

Many consumers may not fully understand the significance of choosing high-quality underwear or the benefits of sustainable options. Educating consumers about the importance of comfort, material choices, and ethical considerations can be a challenge. Moreover, because underwear is often a low-involvement purchase, consumers may not invest much time in researching or evaluating their options. Brands face the challenge of effectively communicating the value of their products and differentiating themselves in a crowded market. Additionally, misinformation or misconceptions about various materials or production processes can impact consumer choices and preferences.

Key Market Trends

Sustainable and Eco-Friendly Materials:

A significant and enduring trend in the men's underwear market is the growing demand for sustainable and eco-friendly materials. As environmental consciousness increases among consumers, they seek products made from organic, recycled, or renewable materials. Brands are responding by incorporating eco-friendly fabrics such as organic

cotton, Tencel, bamboo, and recycled polyester into their underwear collections. These materials not only appeal to environmentally conscious consumers but also offer benefits like moisture-wicking, breathability, and comfort.

Athleisure and Performance-Driven Designs:

With the rise of athleisure fashion and the increased emphasis on fitness and active lifestyles, men's underwear designs are becoming more performance-oriented. Moisture-wicking fabrics, seamless construction, and compression technology are incorporated into underwear styles to provide support during physical activities. Athletes and fitness enthusiasts seek underwear that offers comfort, flexibility, and breathability, driving brands to innovate in this direction.

Fashion-Forward Styles and Patterns:

Men are becoming

more fashion-conscious and experimental in their underwear choices. Brands are responding by offering a wide range of stylish designs, patterns, and colors. Bold prints, vibrant colors, and unique textures have become popular choices. These fashionable designs are often inspired by current trends in the fashion industry. Social media and influencer marketing have played a role in popularizing stylish underwear, with influencers showcasing their favorite brands to a wide audience.

Subscription Services and Direct-to-Consumer Models:

Subscription services and direct-to-consumer (DTC) models have gained traction in the men's underwear market. Brands are capitalizing on the convenience and personalization these models offer. Subscribers receive new underwear on a regular basis, eliminating the need for in-store shopping. Additionally, DTC brands can gather valuable data on customer preferences and behavior, enabling them to tailor products and marketing strategies more effectively.

Technology Integration:

Technology is increasingly being integrated into men's underwear to enhance comfort and functionality. Smart textiles, such as fabrics with moisture-sensing capabilities, are being used to improve moisture management and temperature regulation. Additionally, antimicrobial and odor-resistant treatments are incorporated to maintain freshness

throughout the day. These technological advancements appeal to consumers looking for innovative solutions to common underwear-related issues.

Inclusive Sizing and Body Positivity:

The fashion industry as a whole, including men's underwear, is becoming more inclusive and body-positive. Brands are expanding their size ranges to cater to a broader spectrum of body types and shapes. This trend recognizes that men of all sizes deserve comfortable and stylish underwear options. Additionally, marketing campaigns and advertising increasingly feature diverse models, challenging traditional notions of male beauty and promoting body positivity.

Regional Insights

North America:

North America represents a rapidly growing segment within the global men's underwear market, fueled by a combination of changing consumer preferences, evolving fashion trends, and a robust e-commerce landscape. Factors contributing to growth in North America include the increasing emphasis on fashion-forward and stylish underwear choices among men, sustainability concerns, and the convenience of online shopping. The rise of direct-to-consumer (DTC) brands and influencer marketing has also played a pivotal role in promoting online underwear brands. North America's market is well-positioned to continue innovating and catering to the evolving preferences of a diverse customer base.

Key Market Players

Hanesbrands Inc.

Naked Brand Group Inc.

Jockey

Levi Strauss & Co.

Perry Ellis International Inc.

Iconix Brand Group Inc.

Penney IP LLC

Under Armour, Inc.

Fibre2Fashion Pvt. Ltd.

PVH Corp

Report Scope:

In this report, the Global Men's Underwear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Men's Underwear Market, By Product Type:

Briefs

Boxer Brief

Trunks

Boxers

Men's Underwear Market, By Material Type:

Nylon

Cotton

Polyester

Others

Men's Underwear Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Multi Branded Stores

Others

Men's Underwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Men's Underwear Market.

Available Customizations:

Global Men's Underwear Market report with the given market data, Tech Sci 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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