

Thermal Underwear Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Tops, Bottom, Sets), By End User (Men, Women), By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/T8B05B548B9CEN.html>

Date: November 2025

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: T8B05B548B9CEN

Abstracts

The Global Thermal Underwear Market, valued at USD 8.81 Billion in 2024, is projected to experience a CAGR of 4.99% to reach USD 11.80 Billion by 2030. Thermal underwear comprises specialized garments, including tops and bottoms, designed as a base layer to provide insulation and efficiently retain body heat in cold conditions. These items are typically constructed from synthetic fibers, wool, or blended fabrics, offering key attributes such as moisture-wicking properties, breathability, and enhanced durability. The market's expansion is fundamentally driven by increasing consumer awareness regarding thermal comfort and the benefits of layering for effective insulation, alongside growing participation in outdoor activities and winter sports globally.

Key Market Drivers

The increasing participation in outdoor and sports activities significantly propels the global thermal underwear market. As more consumers engage in pursuits such as skiing, snowboarding, hiking, and other cold-weather recreational activities, the demand for specialized base layers designed to provide warmth and moisture management intensifies. These garments are considered essential for comfort and performance in challenging conditions, leading to consistent product uptake. According to Snowsports Industries America, in September 2023, for the 2022-23 season, 29.9 million people

participated in a winter sports activity in the U. S. , reflecting a substantial rise in consumer engagement within a key segment of the outdoor market.

Key Market Challenges

The global thermal underwear market is significantly hampered by its inherent dependence on seasonal demand. This seasonality creates pronounced fluctuations in sales volumes, presenting substantial challenges for manufacturers in forecasting and production planning. Periods of high demand during colder months are often followed by extended periods of reduced sales, leading to uneven revenue streams. This volatility complicates inventory management, compelling manufacturers to either hold excess stock during off-peak seasons, incurring storage costs and potential depreciation, or risk understocking during peak times, resulting in lost sales opportunities.

Key Market Trends

The Global Thermal Underwear Market is significantly shaped by the integration of smart and heated apparel. This trend represents a notable advancement beyond passive insulation, encompassing garments with active heating elements, embedded sensors for biometric data collection, and connectivity features. These technological enhancements offer wearers advanced comfort and performance in demanding conditions, broadening the market appeal beyond traditional cold-weather enthusiasts. According to the Advanced Textiles Association in its "2024 State of the Textile Industry" report, smart fabrics and textiles were identified as a market area poised for growth, with 20% of surveyed industry professionals indicating its potential.

Key Market Players

PVH Corporation

HanesBrands Inc.

Marks and Spencer plc

Jockey International Inc

Under Armour Inc.

VF Outdoor LLC

L.L.Bean Inc.

Fruit of the Loom Inc.

Miller Optik GmbH

Thermajohn

Report Scope:

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

Thermal Underwear Market, By Product Type:

Tops

Bottom

Sets

Thermal Underwear Market, By End User:

Men

Women

Thermal Underwear Market, By Sales Channel:

Supermarket/Hypermarket

Specialty Stores

Online

Others

Thermal Underwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Thermal Underwear Market.

Available Customizations:

Global Thermal 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. PRODUCT OVERVIEW

- 1.1. Market Definition
- 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, Trends

4. VOICE OF CUSTOMER

5. GLOBAL THERMAL UNDERWEAR MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Tops, Bottom, Sets)
 - 5.2.2. By End User (Men, Women)
 - 5.2.3. By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others)
 - 5.2.4. By Region

- 5.2.5. By Company (2024)
- 5.3. Market Map

6. NORTH AMERICA THERMAL UNDERWEAR MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By End User
 - 6.2.3. By Sales Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Thermal Underwear Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Product Type
 - 6.3.1.2.2. By End User
 - 6.3.1.2.3. By Sales Channel
 - 6.3.2. Canada Thermal Underwear Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Product Type
 - 6.3.2.2.2. By End User
 - 6.3.2.2.3. By Sales Channel
 - 6.3.3. Mexico Thermal Underwear Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Product Type
 - 6.3.3.2.2. By End User
 - 6.3.3.2.3. By Sales Channel

7. EUROPE THERMAL UNDERWEAR MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value

- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By End User
 - 7.2.3. By Sales Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Thermal Underwear Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By End User
 - 7.3.1.2.3. By Sales Channel
 - 7.3.2. France Thermal Underwear Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By End User
 - 7.3.2.2.3. By Sales Channel
 - 7.3.3. United Kingdom Thermal Underwear Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By End User
 - 7.3.3.2.3. By Sales Channel
 - 7.3.4. Italy Thermal Underwear Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By End User
 - 7.3.4.2.3. By Sales Channel
 - 7.3.5. Spain Thermal Underwear Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type

- 7.3.5.2.2. By End User
- 7.3.5.2.3. By Sales Channel

8. ASIA PACIFIC THERMAL UNDERWEAR MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By End User
 - 8.2.3. By Sales Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Thermal Underwear Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By End User
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. India Thermal Underwear Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By End User
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. Japan Thermal Underwear Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By End User
 - 8.3.3.2.3. By Sales Channel
 - 8.3.4. South Korea Thermal Underwear Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type

- 8.3.4.2.2. By End User
- 8.3.4.2.3. By Sales Channel
- 8.3.5. Australia Thermal Underwear Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By End User
 - 8.3.5.2.3. By Sales Channel

9. MIDDLE EAST & AFRICA THERMAL UNDERWEAR MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By End User
 - 9.2.3. By Sales Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Thermal Underwear Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By End User
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. UAE Thermal Underwear Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By End User
 - 9.3.2.2.3. By Sales Channel
 - 9.3.3. South Africa Thermal Underwear Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type

- 9.3.3.2.2. By End User
- 9.3.3.2.3. By Sales Channel

10. SOUTH AMERICA THERMAL UNDERWEAR MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By End User
 - 10.2.3. By Sales Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Thermal Underwear Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By End User
 - 10.3.1.2.3. By Sales Channel
 - 10.3.2. Colombia Thermal Underwear Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By End User
 - 10.3.2.2.3. By Sales Channel
 - 10.3.3. Argentina Thermal Underwear Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By End User
 - 10.3.3.2.3. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

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

13. GLOBAL THERMAL UNDERWEAR MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. PVH Corporation
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. HanesBrands Inc.
- 15.3. Marks and Spencer plc
- 15.4. Jockey International Inc
- 15.5. Under Armour Inc.
- 15.6. VF Outdoor LLC
- 15.7. L.L.Bean Inc.
- 15.8. Fruit of the Loom Inc.
- 15.9. Miller Optik GmbH
- 15.10. Thermajohn

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Thermal Underwear Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Tops, Bottom, Sets), By End User (Men, Women), By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/T8B05B548B9CEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T8B05B548B9CEN.html>