

UAE Lingerie Market By Product Type (Shape Wear, Lounge Wear, Knickers & Panties and Others), By Distribution Channel (Online, Supermarket/ Hypermarket, Exclusive Showroom/ Store, Multi-Branded/ Traditional Store), By Region, Competition, Forecast & Opportunities, 2024

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Abstracts

UAE lingerie market stood at USD471 million in 2018 and projected to reach USD651 million by 2024, on account of growing working women population, increasing expansion of international brands and rising demand for comfy lingerie among young female population. Rising working-class women population base and expanding product offering by leading lingerie players are also driving the market. Moreover, increasing presence of high-quality retail spaces and rising trend of online shopping are expected to positively influence the country's lingerie market over the next five years.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast UAE lingerie market size

To forecast UAE Lingerie market based on product type, distribution channel and regional distribution

To identify drivers and challenges for UAE Lingerie market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in UAE Lingerie market

To conduct the pricing analysis for UAE Lingerie market

To identify and analyze the profile of leading players operating in UAE Lingerie market

Some of the leading players in UAE Lingerie market include L Brands, Inc., Triumph International, Inditex Trading Fze, PVH Corp., La Perla, Agent Provocateur, Botique delola, etc. TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading lingerie players operating across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the segment, service, product offerings and presence of all major lingerie companies operating across the country.

TechSci Research calculated UAE lingerie market size by using a top down approach, where data for various applications across various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Lingerie manufacturers and other stakeholders

Potential investors

Organizations, forums and alliances related to Lingerie

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as manufacturers, partners and consumer. The study would also help them in identifying which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

Market, by Product Type

Bra

Knickers & Panties

Lounge Wear

Shape Wear

Others

Market, by Distribution Channel:

Supermarket/Hypermarket

Exclusive Showroom/Store

Multi-Branded/ Traditional Store

Online

Market, by Region

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies operating in UAE 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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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