

Southeast Asia Lingerie Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Lingerie refers to undergarments worn by women to support and enhance their appearance, including bras, briefs, shapewear, and sleepwear. These are usually made from soft, comfortable, and, in some cases, decorative fabrics to provide utility and style.

The Southeast Asian Lingerie market is expected to exhibit a growth rate of 7.75% during the forecast period (2025-2033F). The primary drivers of market growth include the expansion of the urban middle class, the increasing number of women entering the workforce, higher income levels, and heightened awareness of fashion and body positivity. The spread of the internet, the impact of social media, and the ease of online shopping are also essential factors in addition to the increasing prevalence of organized retail and international brands. Additionally, companies are prioritizing product development, including shapewear, comfortable looks, and size-inclusive collections, and incorporating sustainability into their operations through the use of sustainable materials and ethical manufacturing methods.

In September 2023, Hong Kong-based lingerie and fashion brand Sixty8ight launched its first location in Indonesia after seeking a retail franchise partner in the country for a year. The store, a joint venture between Sixty8ight and Indonesian retailer Erajaya Active Lifestyle, will be located on the ground floor of Mall of Indonesia in Jakarta. This month, Sixty8ight plans to open its first location and open six more in cities including Makassar and Surabaya.

Based on product type, the market is segmented into briefs, bras, shapewear, sleepwear, and others. Among these, the briefs lingerie market held the dominant share in 2024. The Southeast Asian lingerie market continues to

expand, with briefs being the most commonly purchased and used product line. The segment drives high repeat-purchase volumes across age groups and income levels, providing a stable income for producers and sellers. Also, the segment's affordability, design, and fabric diversification serve both mass-market and premium consumers, making it a strong asset for expansion. With increasing comfort, style, and sizing across brands, briefs are widely adopted, which drives the market.

Based on distribution channel, the Southeast Asian Lingerie market is segmented into offline and online. Among these, the online segment is expected to grow at a significant CAGR during the forecast period (2025-2033). The digital distribution channel allows brands to reach digitally savvy consumers across regions that conventional retail stores do not serve. E-commerce sites offer convenience, a wide range of products, and customized size recommendations, which enhance the customer experience and reduce returns. The adoption is further being enhanced by rapid internet penetration, social media marketing, and influencer promotion. Online sales are increasing and represent one of the company's growth avenues, targeting urban, tech-oriented customers.

For a better understanding of the market adoption of the Southeast Asian Lingerie market, it is analyzed based on its regional presence in Southeast Asia, including Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and the Rest of Southeast Asia. Singapore is expected to grow at a significant CAGR during the forecast period (2025-2033). This is mainly due to high purchasing power and a fashion-conscious customer base. There is a growing demand for luxury, comfort-oriented, and trend-oriented lingerie products, supported by a well-developed retail ecosystem and digital infrastructure. Also, the rising adoption of online and omnichannel shopping by consumers is another factor that promotes its adoption in the market. Moreover, the exposure to global fashion trends and increased willingness to invest in high-quality products position Singapore as a growth hub for brands seeking to enter value-driven, lifestyle-oriented segments. On 9 July 2025, XIXILI, the leading lingerie brand known for championing comfort and inclusivity, launched its latest collection in the Singapore market: the Jelly Padded Bra. Engineered to provide cloud-like softness and wireless support, this new collection is designed to be essential in every woman's daily wardrobe, combining thoughtful design with technology that prioritises real comfort and fit.

Some major players running in the market include Triumph Intertrade AG

(Triumph Group), WACOAL HOLDINGS CORP., LOVELY-VN LINGERIE MANUFACTURING COMPANY LIMITED, Amer, Tantex Pte Ltd, Phattaya Industrial Co., Ltd., SIAM CLOTHING SUPPLIER CO.,LTD, XIXILI Intima Sdn Bhd, Hop Lun (Hong Kong) Limited, Sabina Public Company Limited.

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