

Global Intimate Apparel Market: Trends and Opportunities

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Traditionally, North America and Europe have been the major markets for intimate apparel, accounting for more than two-third of the market. In these markets, intimate apparel is a stable category with the fashion element playing a small role in driving consumption. However, with economic growth in the South East Asian economies like India and China, the intimate apparels segment is being increasingly recognized as providing potential market opportunity.

Owing to the existence of several key companies and brands, the industry is also fragmented and highly competitive. Most of the key companies in the sector operate a portfolio of intimate brands and apparel businesses beyond the intimate apparel category.

The report “Global Intimate Apparel Market: Trends and Opportunities” analyzes the worldwide market for intimate apparels – its growth across regions/countries, the factors that are driving growth in these regions and the major trends of apparel consumption – from the increasing demand for bust-sized bras to the preference for comfortable undergarments.

The report identifies purchasing patterns of intimate apparels in various geographical regions. Also the report focuses on the competitive landscape in which global apparel makers like Victoria’s Secret, Hanes Brands, Fruit of the Loom, Warnaco and American Eagle are adopting various strategies to get a share of the intimate apparel market.

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