

# Intimate Wear Market 2025 : Explore Top Factors That Will Boost the Global Market in Future

*Change in women's perspective of intimate wear from a basic need to aspiration has changed the outlook of this market*

PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, OR 97220, UNITED STATE, March 7, 2022 /EINPresswire.com/ --

New measurement and design techniques combined with production methods and innovative materials transform the quality, range, and applications of intimate wear. For instance, German lingerie designs show a new trend toward muted colors such as earthy tones, navy blue, and pastel colors. Lingerie designers are coming up with many new designs that are embroidered and have two-tone color patterns and most of them are asymmetrical. Animal prints and organic shapes combined with geometrical patterns are also in fashion. Luxurious, elegant, desirable, and evocative vintage lingerie is also gaining popularity in both the fashion markets and modern intimate apparel

Lingerie designers are coming up with many new designs that are embroidered and have two-tone color patterns and most of them are asymmetrical. Animal prints and organic shapes combined with geometrical patterns are also in fashion. Luxurious, elegant, desirable, and evocative vintage lingerie is also gaining popularity in both the fashion markets and modern intimate apparel



According to a new report published by Allied Market Research, titled, [Intimate Wear Market](#) by Gender (Women and Men), Age Group (1317 Years, 1835 Years, and 36 Years & Above), Price (Luxury, Super-Premium, Premium, Medium, Economy, and Low), Distribution Channel (Mass Merchandizers, Mono brand Stores, Specialized Stores, and Others): Global Opportunity Analysis and Industry Forecast, 2018-2025 the global intimate wear market is expected to generate \$325.36 billion by 2025, growing at a CAGR of 8.1% from 2018 to 2025. In 2017, Asia-Pacific led the intimate wear market, followed by North America. Growth in the region is supplemented by increase in national per capita disposable income and growth in fashion consciousness among the young generation.

Request For sample :- <https://www.alliedmarketresearch.com/request-sample/1748>

Changes in lifestyle, rise in awareness regarding hygiene, fluctuation in demographic dividend, and customization of product portfolios boost the growth of the global intimate wear market. However, prevalence of dermatological conditions among intimate apparel wearers is expected to limit the growth of this intimate wear industry. The fabric used to manufacture intimate wear is also enhanced and made more comfortable, thus offering promising opportunities for the intimate wear market players.

Intimate apparel is sold through different channels such as mass merchandizers, mono brand stores, specialized stores, and others. Among these, mass merchandizers segment comprising hypermarket and supermarkets, accounted for around half of the overall sale of intimate wear and is projected to lead the market during the forecast period. Moreover, availability of products at low cost and accessibility to a wide variety of intimate wears available in supermarkets fuel the growth of this segment.

In addition, huge and economical work force along with abundance of raw material attracts international manufactures to set up their manufacturing units in the developing countries, such as India, which helps to propel the intimate wear market growth.

Furthermore, initiatives in developing countries such as Make in India campaign offers opportunities to develop this market further in India, as this will reduce the overall cost of operation for manufacturers of intimate wear.

Get detailed COVID-19 impact analysis on the Intimate Wear Market :-

<https://www.alliedmarketresearch.com/request-for-customization/1748?reqfor=covid>

Key Finding of the Intimate Wear Market :

The women intimate wear segment was the highest contributor to the global intimate wear market in 2017 and is projected to grow at a CAGR of 8.5%.

The lingerie segment occupies more than 50% of women intimate wear market share and is projected to grow at a CAGR of 8.0%.

There is a continuous increase in the demand for sportswear owing to the comfort offered. This demand is projected to grow at a CAGR of 9.1% during the forecast period.

The mass merchandizers segment accounted for 47% share of distribution channel segment of the intimate wear market and is expected to grow at a CAGR of 7.4%.

Asia-Pacific is projected to exhibit rapid growth in the intimate wear market, owing to rise in its economy with a large population base, and is projected to grow at the most astounding CAGR of 9.9% from 2018 to 2025.

China accounted for the highest share accounting approximately 50% in the Asia-Pacific intimate wear market, in 2017.

In 2017, the age group segment of 36 years & above accounted for 59% of the intimate wear market share and is expected to grow at a CAGR of 8.2%.

In terms of value, Asia-Pacific and LAMEA collectively contributed 45% share in the global

intimate wear market in 2017. The key players profiled in

Purchase Enquiry :- <https://www.alliedmarketresearch.com/purchase-enquiry/1748>

The key players profiled in this report are :-

L BRANDS INC.  
BERKSHIRE HATHAWAY INC  
AMERICAN EAGLE OUTFITTERS, INC. (AERIE)  
HANESBRANDS INC.  
JOCKEY INTERNATIONAL, INC.  
TRIUMPH INTERNATIONAL HOLDING GMBH  
HANKY PANKY LTD.  
PVH Corporation  
MAS Holdings Ltd.  
THE CHANTELLE GROUP

Similar report :-

[Asia Pacific Footwear Market](https://www.alliedmarketresearch.com/asia-pacific-footwear-market) <https://www.alliedmarketresearch.com/asia-pacific-footwear-market>

[Men Formal Shoe Market](https://www.alliedmarketresearch.com/men-formal-shoe-market) <https://www.alliedmarketresearch.com/men-formal-shoe-market>

David Correa  
Allied Analytics LLP  
800-792-5285  
[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/564865574>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.