

Loungewear Market 2022-2030: Increase In Demand For Loungewear Since Women Seek More Comfortable Textile And Sustainable

The Global Loungewear Market size was USD 5.70 Billion in 2021 and is expected to register a revenue CAGR of 9.3% during the forecast period.

NEW YORK CITY, NEW YORK, USA, July 18, 2022 /EINPresswire.com/ -- The Global [Loungewear Market](#) size was USD 5.70 Billion in 2021 and is expected to register a revenue CAGR of

9.3% over the forecast period, according to the latest report by Reports and Data. Increased outdoor activities such as gym, yoga, and shifting consumer preferences are factors driving revenue growth of the market.



Reports And Data

The increased popularity of loungeweares is a result of consumers' desire for casual attire. The loungewear features stylish and functional designs. It is regarded as a cozy, relaxed outfit appropriate for at-home use. They are appropriate for all seasons since they come in a variety of material types, including silk, cotton, and wool. The producers are making new, stylish products and taking various steps to increase the product's quality. The loungewear market has seen a significant shift because of online shopping stores. Most manufacturing companies have online shops that inform consumers about current trends and information materials.

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An increase in demand for loungewear for outdoor activities such as yoga, beach trips, gym, and other activities is driving revenue growth of the market. Also, the majority of people spent a lot of time at home as a result of the COVID-19 pandemic, which was one of its unforeseen consequences. Many people started to turn inside and consider how they wanted to get rid of themselves as a result of lockdowns and widespread fear of disease spreading. This even extended to how they like to wear to feel as comfortable. Demand for loungeweares has increased as a result of this.

Increased use of trending loungewear also motivates industry players to introduce innovative products to drive revenue growth of the market. Companies are beginning to manufacture their own styles of loungewear for ladies and men. Events are used to promote loungewear with the aid of celebrities and other public personalities. This is assisting the loungewear market trends in maintaining its growth rate.

Top 10 Profiled in the Global Loungewear Market Report:

- Triumph Intertrade AG,
- Authentic Brands Group LLC.,
- Nordstrom, Inc.,
- Hanesbrands Inc.,
- Jockey International, Inc.,
- Marks and Spencer plc,
- PVH Corp.,
- AEO Management Co.
- Others

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Market Segmentation:

By Material Outlook

- Cotton
- Wool
- Silk
- Others

By Distribution Channel Outlook

- Supermarkets & Hypermarkets
- Specialty Stores
- Online

By End-Use Outlook

- Males
- Females
- Kids

Key Takeaways of the Global Loungewear Market Report:

- A comprehensive overview of the global Loungewear industry.
- Accurate market projections in terms of market size, share, and volume.
- Thorough study of the global market dynamics, such as major market revenue growth drivers, opportunities, threats, challenges, restraints, and future growth avenues.
- Deep-dive analysis of the upcoming market trends.
- Qualitative and quantitative analyses of the global Loungewear market.

- Elaborate study of the leading regional markets in the global Loungewear market.
- Complete overview of the market's competitive landscape.
- Brief look at the company profiles and portfolios.

Key Regional Markets Covered in the Report:

- North America
 - oU.S.
 - oCanada
 - oMexico
- Europe
 - oRussia
 - oU.K.
 - oGermany
 - oFrance
 - oBENELUX
 - oRest of Europe
- Asia Pacific
 - oChina
 - oJapan
 - oIndia
 - oSouth Korea
 - oRest of Asia Pacific
- Latin America
 - oBrazil
 - oRest of Latin America
- Middle East & Africa
 - oSaudi Arabia
 - oU.A.E.
 - oIsrael
 - Rest of Middle East & Africa

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focus on your purpose to locate, target and analyze consumer behavior shifts across demographics, across industries and help client's make a smarter business decision. We offer market intelligence studies ensuring relevant and fact-based research across a multiple industries including Healthcare, Technology, Chemicals, Power and Energy. We consistently update our research offerings to ensure our clients are aware about the latest trends existent in the market. Reports and Data has a strong base of experienced analysts from varied areas of expertise.

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