

Europe Lingerie Market Size, Growth, Demand, Top Companies and Forecast 2024-2032

BROOKLYN, NY, USA, February 2, 2024 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently releases report titled "Europe Lingerie Market Report by Product Type (Brassiere, Knickers or Panties, Shapewear, and Others), Material (Cotton, Silk, Satin, Nylon, and Others), Price Range (Economy, Premium), Distribution Channel (Mass Merchandizers, Specialized Stores, Online Stores, and Others), and Country 2024-2032". The study provides a detailed analysis of the industry, including the [Europe lingerie market size](#), share, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



Europe Lingerie Market Latest Report 2024-2032

How Big is the Europe Lingerie Market?

The Europe lingerie market size is projected to exhibit a growth rate (CAGR) of 5.7% during 2024-2032.

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Factors Affecting the Growth of the Europe Lingerie Industry:

- Increasing Demand for Inclusivity and Body Positivity:

One of the most significant factors driving the European lingerie market is the growing demand for inclusivity and body positivity in fashion. Consumers are increasingly seeking lingerie that caters to a wide range of body types, sizes, and skin tones. This shift towards inclusivity is not just about size; it's about embracing diversity and breaking away from traditional beauty

standards. Lingerie brands are responding by expanding their product lines to include a broader range of sizes and styles that accommodate and celebrate different body shapes and sizes. This trend reflects a deeper societal shift towards embracing diversity and inclusivity, which is resonating strongly with European consumers.

- Focus on Sustainability and Ethical Production:

The focus on sustainability and ethical production in the Europe lingerie market reflects a growing consumer consciousness about the environmental and social impacts of fashion. European customers are increasingly aware of the ecological footprint of their clothing choices, including lingerie. This awareness drives demand for products made from sustainable, eco-friendly materials like organic cotton, bamboo, and recycled fabrics. Additionally, there's a rising preference for lingerie produced through ethical practices, including fair labor conditions and transparent supply chains. Lingerie brands in Europe are responding to this trend by adopting more sustainable and ethical production methods, often highlighted in their marketing efforts. This shift not only caters to consumer preferences but also aligns with a broader global movement towards environmental responsibility and social equity in the fashion industry.

- Technological Advancements and Online Retail Growth:

The lingerie market in Europe is also being shaped by technological advancements and the growth of online retail. E-commerce has become a significant channel for lingerie shopping, offering convenience, a wide range of choices, and the privacy that many consumers prefer when buying lingerie. Additionally, technological innovations like 3D body scanning and virtual fitting rooms are enhancing the online shopping experience, helping consumers find the right fit and style without the need for physical trials. These advancements are making lingerie shopping more accessible and personalized, contributing to market growth. Furthermore, the use of digital marketing and social media platforms by lingerie brands to connect with and understand their customers better is helping to drive sales and customer loyalty.

Europe Lingerie Market Report Segmentation:

By Product Type:

- Brassiere
- Knickers or Panties
- Shapewear
- Others

On the basis of product type, the Europe lingerie market has been divided into brassiere, knickers or panties, shapewear, and others.

By Material:

- Cotton
- Silk
- Satin
- Nylon
- Others

Based on the material, the market has been divided into cotton, silk, satin, nylon, and others.

By Price Range:

- Economy
- Premium

On the basis of price range, the market has been divided into economy and premium.

By Distribution Channel:

- Mass Merchandizers
- Specialized Stores
- Online Stores
- Others

Based on distribution channels, the market has been divided into mass merchandizers, specialized stores, online stores, and others.

Country Insights:

- Germany
- France
- United Kingdom
- Italy
- Spain
- Others

On the basis of country, the market has been divided into Germany, France, the United Kingdom, Italy, Spain, and others.

Europe Lingerie Market Trends:

The significant shift towards inclusivity and body positivity represents one of the key factors influencing the growth of the market across Europe. Consumers demand lingerie that caters to all body types and sizes, prompting brands to diversify their offerings. This trend is about

celebrating diversity and moving away from traditional, often restrictive beauty standards. With heightened awareness of environmental issues, European consumers increasingly prefer lingerie made from eco-friendly and sustainable materials. Brands are responding by adopting more responsible production practices and using materials like organic cotton and recycled fabrics.

The market is also driven by the rise in comfort-oriented designs. Post-pandemic, there's a growing preference for comfortable, versatile lingerie that suits various lifestyles and activities. This reflects a broader shift towards comfort and functionality in fashion.

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Other Key Points Covered in the Report:

- COVID-19 Impact
- Porters Five Forces Analysis
- Value Chain Analysis
- Strategic Recommendations

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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