

# Bra Market CAGR at 6.7% | USD 59.5 Billion Industry Revenue by 2032 | Asia-Pacific Dominated the Bra Market in 2022

*The bra market is segmented into type, raw material, distribution channel, and region.*

WILMINGTON, DELAWARE , UNITED STATES, August 2, 2024 /EINPresswire.com/ -- One of the major drivers in the [bra market](#) is rise in emphasis on comfort, with consumers seeking bras that

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Bra Market - By type, the sports bra segment was the highest revenue contributor to the market in 2022.

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blend style with functionality. Increase in demand for bras has fueled innovations in design, fabric technology, and sizing inclusivity. In addition, market growth opportunity lies in the growing trend of e-commerce, facilitating convenient and personalized shopping experiences. Online platforms offer a wide range of choices, which enables consumers to explore diverse styles and sizes. Moreover, e-commerce continues to expand, and presents a significant avenue for market growth, catering to the

evolving preferences of a diverse customer base in the ever-evolving lingerie industry.

The [bra](#) market size was valued at \$36.3 billion in 2022, and is estimated to reach \$59.5 billion by 2032, growing at a CAGR of 5.2% from 2023 to 2032.

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A bra is a specialized undergarment designed for women to wear discreetly beneath clothing, offering essential support for the breasts. Its primary function is to uphold the natural shape and volume, ensuring comfort and stability, particularly during physical activities. Bra is categorized in various categories, such as sports, nursing, multi-way, adhesive bras, and others. Bras serve as key fashion accessories, allowing women to express their personal style through a variety of designs, colors and patterns.

The bra market is segmented into type, raw material, distribution channel, and region. By type, the market is classified into sports bra, nursing bra, multi-way bra, and adhesive bra. By raw material, the market is classified into cotton, chiffon, silk and others. By distribution channel, the market is classified into hypermarket/supermarket, specialty stores, retail stores, and online.

Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain, Russia, and the Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, ASEAN, and the rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, the Middle East, and the rest of LAMEA).

Players operating in the global bra market

PVH Corp.

Nike, Inc.

Hanesbrands Inc.

Victoria's Secret & Co.

Jockey International, Inc.

Triumph Intertrade AG

Lavinia Lingerie Inc.

Calida Holding AG

Wolf Lingerie SAS

Modenik Lifestyle Pvt. Ltd.

For more information (274 pages), visit <https://www.alliedmarketresearch.com/purchase-enquiry/A10226>:

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By type, the sports bra segment

was the highest revenue contributor to the market in 2022.

By raw material, the cotton segment is expected to be the fastest growing segment in the global bra market during the forecast period.

Depending on distribution channel, the specialty stores segment was the largest segment in 2022.

Region-wise, Asia-Pacific was the highest revenue contributor in 2022.

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the bra market analysis from 2022 to 2032 to identify the prevailing bra market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the bra market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global

market.

market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global bra market trends, key players, market segments, application areas, and market growth strategies.

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