

# Loungewear Market to Reach USD 15.87 Billion By 2034, Growing At 9.71% CAGR, Demand For Stylish & Contemporary Sleepwear

*Loungewear Market Research Report Information By Material Type, By End User, By Distribution Channel, and By Region*

NEW YORK, NY, UNITED STATES, January 30, 2025 /EINPresswire.com/ --

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In 2023, The [Loungewear Market](#) was estimated to be worth USD 5.49 billion.

With a compound annual growth rate (CAGR) of 9.71% from 2024 to 2032, the loungewear market is expected to increase from USD 7.23 billion in 2024 to USD 15.87 billion by 2032. Rising per capita disposable income, the presence of foreign merchants, the aging of the female population, and the growing growth of the organized retail sector are the main factors driving the industry.

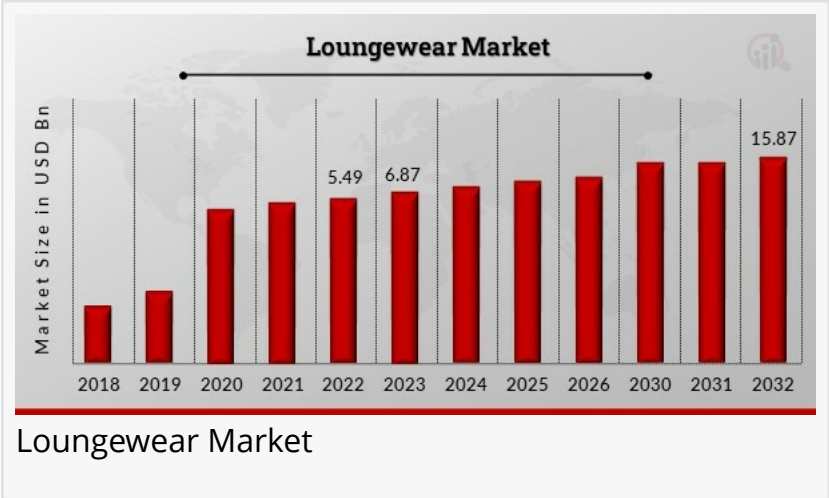
Loungewear, once considered merely homewear, has gained widespread acceptance as everyday fashion. The shift toward remote work, changing lifestyle habits, and an increased emphasis on comfort have contributed to the rising demand for loungewear. The global loungewear market is expected to expand steadily, with significant contributions from various material types, consumer segments, and distribution channels. Key players in the industry are increasingly focusing on sustainability, premium fabric quality, and innovative designs to cater to the evolving demands of consumers.

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The loungewear market is highly competitive, with numerous established players and emerging



brands vying for market share. Key industry leaders include major fashion retailers, luxury brands, and digital-first startups specializing in comfort wear. Companies are focusing on innovative designs, sustainable production, and strategic partnerships to gain a competitive edge. Mergers and acquisitions, product launches, and market expansions are some of the strategies adopted by leading players to strengthen their foothold in the industry.

Global Loungewear Market Key Players

- L Brands Inc. (U.S.)
- H & M (Sweden)
- Triumph International Holding GmbH (Germany)
- Authentic Brands Group LLC (U.S.)
- Urban Outfitters (US)
- Nordstrom Inc. (U.S.)
- Hanesbrands Inc. (US)
- Jockey International Inc. (U.S.)
- Marks & Spencer Group Plc (U.K.)
- PVH CORPORATION (U.S.)

Market Segmentation

By Material Type

The loungewear market is segmented based on material type into cotton, wool, silk, and others. Cotton loungewear remains the most popular choice among consumers due to its breathability, durability, and comfort. Wool-based loungewear, though niche, is gaining traction in colder regions, offering warmth and luxury. Silk loungewear is favored for its premium feel and aesthetic appeal, attracting consumers looking for both comfort and style. The 'others' category includes blends of synthetic fabrics, such as polyester and modal, which offer stretchability and moisture-wicking properties, making them ideal for year-round wear.

By End-User Segment

The market caters to three primary end-user segments: female, male, and kids. The female segment holds the largest share in the loungewear market, driven by the growing preference for stylish yet comfortable attire. With the rise of gender-neutral fashion, many brands are expanding their product lines to offer unisex loungewear collections. The male segment is also experiencing steady growth, as men increasingly prioritize comfort in their daily clothing choices. Meanwhile, the kids' loungewear segment is gaining popularity as parents seek soft, durable, and skin-friendly fabrics for their children.

"Global Loungewear Market" - Market Research Future Report ID: 10435

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Market Distribution

The distribution of loungewear is categorized into store-based and non-store-based channels.

Store-based retail, including specialty apparel stores, supermarkets, and hypermarkets, continues to dominate the market due to the consumer preference for in-person shopping experiences and fabric testing before purchasing. However, non-store-based channels, particularly e-commerce, are rapidly gaining prominence. Online shopping offers convenience, wider product selections, and attractive discounts, making it a preferred option for modern consumers. The increasing adoption of digital marketing, influencer collaborations, and direct-to-consumer (DTC) strategies further boost online sales of loungewear.

#### Regional Market Analysis

The loungewear market is analyzed across North America, Europe, Asia-Pacific, and the Rest of the World. Each region exhibits unique growth drivers and consumer preferences, influencing the market's overall trajectory.

#### North America

North America is a key market for loungewear, with the United States leading in sales and consumer demand. The region's growing work-from-home culture, coupled with an increasing inclination toward athleisure and casual wear, has driven significant growth in the industry. Leading brands are launching innovative product lines to cater to the diverse fashion preferences of American and Canadian consumers. The rise of sustainability-conscious shoppers has also encouraged brands to adopt eco-friendly materials and ethical production processes.

#### Europe

Europe's loungewear market is characterized by strong demand for high-quality, stylish, and sustainable products. Countries such as the United Kingdom, Germany, and France are witnessing an increased preference for premium loungewear brands. The presence of fashion-forward consumers and a well-established textile industry contribute to the region's strong market growth. Additionally, the popularity of slow fashion and sustainable clothing initiatives is reshaping how European consumers engage with loungewear brands.

#### Asia-Pacific

Asia-Pacific represents one of the fastest-growing markets for loungewear, driven by rising disposable incomes, urbanization, and an expanding middle-class population. Countries like China, India, Japan, and South Korea are leading the market with increasing consumer spending on fashion and lifestyle products. The influence of global fashion trends, coupled with a strong digital shopping ecosystem, has further fueled market expansion. E-commerce giants and domestic fashion brands are leveraging social media marketing and influencer partnerships to attract a tech-savvy consumer base.

#### Rest of the World

The Rest of the World, encompassing Latin America, the Middle East, and Africa, is emerging as a potential market for loungewear. The increasing penetration of international brands, coupled with shifting consumer preferences towards comfort and casual fashion, is driving growth in these regions. Economic growth, urbanization, and a young population demographic are

additional factors contributing to the expanding market opportunities for loungewear brands.

"Loungewear Market" - Market Research Future's report, published, provides a comprehensive overview of the market's growth and future prospects:

<https://www.marketresearchfuture.com/reports/loungewear-market-10435>

Several key trends are shaping the future of the loungewear market.

The rise of sustainable and eco-friendly loungewear is a prominent trend, with brands increasingly focusing on organic fabrics, ethical production, and reduced environmental impact. Additionally, the integration of smart textiles and temperature-regulating fabrics is gaining popularity, offering enhanced comfort and functionality to consumers.

Customization and personalization in loungewear are also becoming mainstream, with brands offering monogrammed options, customizable fits, and color choices to cater to individual preferences. The expansion of gender-neutral collections reflects the growing demand for inclusivity in fashion, allowing brands to appeal to a broader audience.

Furthermore, the influence of celebrity endorsements and social media marketing plays a crucial role in driving consumer purchasing decisions. Brands collaborating with influencers and celebrities gain significant traction, enhancing brand visibility and consumer engagement.

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EXECUTIVE SUMMARY

MARKET INTRODUCTION

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Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: [sales@marketresearchfuture.com](mailto:sales@marketresearchfuture.com)

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

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