

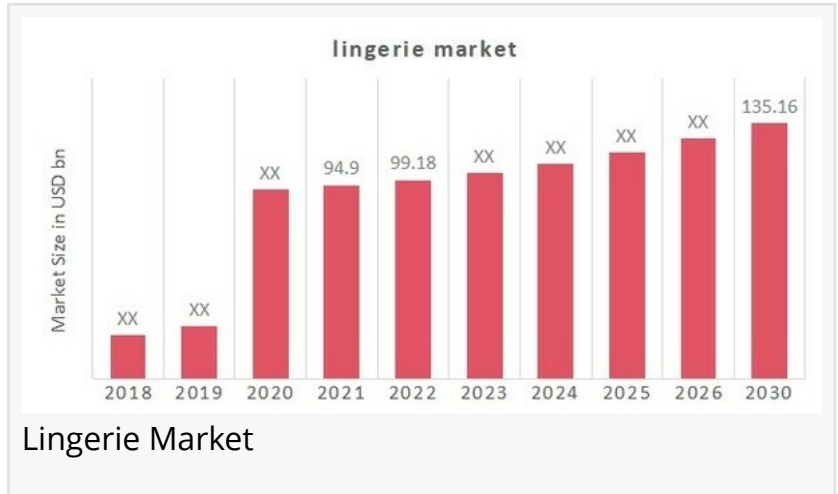
Lingerie Market Outlook - Expanding at a Robust 4.52% CAGR Growth By 2032

*Lingerie Market Research Report
Information By Product Type, By Price
Range, By Distribution Channel, And By
Region*

NEW YORK, NY, UNITED STATES,
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In 2021, [Lingerie Market](#) Size was estimated to be worth USD 94.9 billion. With a compound annual growth rate (CAGR) of 4.52% from 2024 to 2030, the

lingerie market industry is expected to increase from USD 99.18 billion in 2024 to USD 135.16 billion by 2030. The main factors propelling the market's expansion are the rising millennial population and a better awareness of how well products fit.



Lingerie, a crucial segment of the apparel industry, has witnessed increasing demand due to factors such as growing awareness of body positivity, a shift toward comfortable and functional undergarments, and the influence of celebrity endorsements and fashion influencers. With advancements in fabric technology, innovative designs, and a focus on sustainability, the lingerie industry is undergoing rapid transformation. The growing prominence of e-commerce platforms and direct-to-consumer (DTC) brands has further fueled market growth, making lingerie more accessible to a global audience.

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The Lingerie Market is characterized by strong competition, with established brands and emerging players continuously innovating to capture market share.

Key Industry Players Include:

- Yandy LLC (US)
- Marks and Spencer plc (UK)

- Victoria's Secret (US)
- Group Chantelle (France)
- MAS Holdings (Sri Lanka)
- Jockey International Inc (US)
- Fashion Nova Inc. (US)
- Hennes & Mauritz AB (Sweden)
- LVMH Moët Hennessy Louis Vuitton (France)

These companies focus on product differentiation, sustainability initiatives, digital marketing strategies, and expansion into new markets to strengthen their competitive position.

Market Segmentation

The research report categorizes the Lingerie Market based on product type, price range, distribution channel, and regional markets to provide an extensive market assessment.

Product Type Segments:

- Briefs – A staple in women's lingerie, briefs remain the most purchased category, offering comfort and practicality across all age groups.
- Bras – With various styles such as push-up, sports bras, bralettes, and balconettes, this category remains the most diverse and innovative within the lingerie industry.
- Shapewear – Increasingly popular among consumers seeking body contouring and support, shapewear continues to witness rising demand, particularly in the premium segment.

Price Range Segments:

- Economy – Catering to the mass market, this segment includes affordable lingerie options made from synthetic and cotton blends, appealing to budget-conscious consumers.
- Premium – High-end lingerie brands focus on luxury materials, intricate designs, and superior craftsmanship, targeting affluent consumers and fashion-conscious buyers.

"Market Research" - Market Research Future provides a comprehensive analysis of the Lingerie Market, offering insights into market trends, growth opportunities, and key players. For more information, visit our website.

https://www.marketresearchfuture.com/checkout?currency=one_user-USD&report_id=8488

Distribution Channel Segments:

- Store-Based – Traditional brick-and-mortar stores, including department stores, specialty lingerie stores, and multi-brand outlets, continue to be a dominant distribution channel, offering customers a tactile shopping experience.
- Non-Store-Based – The rise of e-commerce and direct-to-consumer brands has revolutionized lingerie shopping, allowing customers to explore an extensive range of options, benefit from virtual fitting technologies, and enjoy doorstep delivery.

Regional Market Analysis

The market research report provides a comprehensive analysis of regional trends, highlighting growth opportunities and key market players across different geographies.

- North America: The region leads in market share, driven by high consumer spending on intimate apparel, increasing awareness of body inclusivity, and the presence of leading brands. The U.S. dominates the lingerie market in this region.
- Europe: With a strong heritage in fashion and luxury apparel, Europe remains a lucrative market for premium lingerie brands. Countries such as France, Italy, and the UK are key contributors to market growth.
- Asia-Pacific: The region is experiencing rapid expansion due to rising urbanization, increasing disposable incomes, and changing fashion preferences among younger consumers. Countries like China, India, and Japan are emerging as key growth markets.
- Rest of the World: The Middle East, Africa, and Latin America present untapped opportunities, with increasing adoption of international lingerie brands and growing awareness of stylish and functional undergarments.

Key Drivers of Market Growth

Several factors contribute to the anticipated growth of the Lingerie Market, including:

- Rising Consumer Demand for Comfort and Functionality: The growing emphasis on daily comfort, coupled with advancements in breathable and moisture-wicking fabrics, is driving demand for everyday lingerie essentials.
- Influence of Celebrity Endorsements and Fashion Trends: Social media marketing, brand collaborations with influencers, and high-profile endorsements have boosted brand visibility and consumer engagement.
- Expansion of Online Retail and Direct-to-Consumer Brands: The increasing penetration of digital platforms, virtual fitting rooms, and AI-driven size recommendations have enhanced the consumer shopping experience.
- Growing Popularity of Sustainable and Ethical Fashion: Consumers are gravitating toward eco-friendly lingerie made from organic cotton, bamboo fibers, and recycled materials, driving innovation in sustainable fashion.
- Technological Advancements in Fabric and Design: Innovations such as seamless designs, wireless support, and adaptive fit technologies are redefining lingerie comfort and functionality.

"Global Lingerie Market" - Market Research Future's report, covering market size, trends, and forecasts, provides a comprehensive overview of the industry's growth prospects.

<https://www.marketresearchfuture.com/reports/lingerie-market-8488>

Market Outlook

The Lingerie Market is expected to witness sustained growth over the forecast period, driven by emerging trends such as:

- Personalized Shopping Experiences: AI-driven sizing tools, virtual fitting rooms, and data-driven recommendations are enhancing the consumer buying journey.
- Inclusive and Adaptive Lingerie: Brands are expanding their size ranges and introducing adaptive lingerie catering to diverse body types and differently-abled individuals.
- Sustainable and Ethical Production Practices: As eco-conscious consumers seek responsible fashion choices, lingerie brands are adopting sustainable sourcing, ethical labor practices, and

recyclable packaging.

- Hybrid Shopping Models: The fusion of digital and in-store experiences, such as click-and-collect services and augmented reality try-ons, is expected to reshape lingerie retailing.

[Executive Summary](#)

EXECUTIVE SUMMARY

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