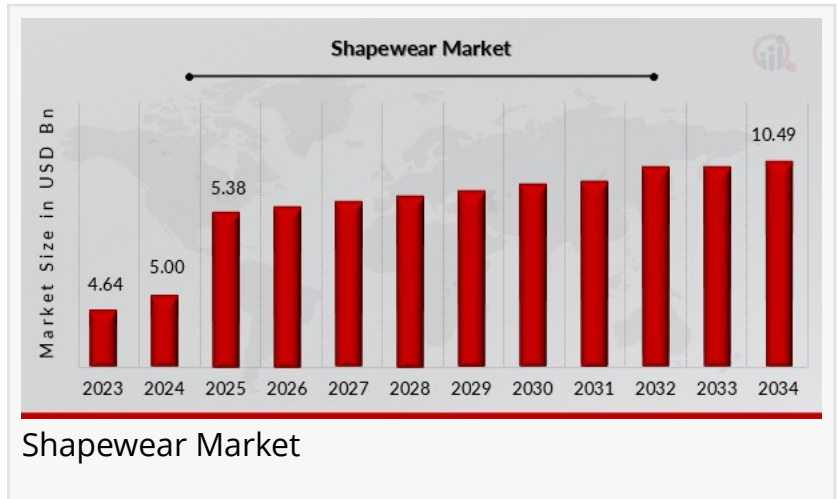


Shapewear Market Research Report Highlights Growth Prospects and Industry Trends with Forecast Till 2034

Shapewear Market Research Report Information By Type, By Distribution Channel and By Region

NEW YORK, NY, UNITED STATES, March 17, 2025 /EINPresswire.com/ -- In 2024, [Shapewear Market](#) Size was estimated at USD 5 billion. The market is expected to grow at a compound annual growth rate (CAGR) of 7.7% from 2025 to 2032, from USD 5.38 billion in 2025 to USD 10.49 billion by 2032. The main factors driving this market's expansion are rapidly changing lifestyles and expanding advertising and media campaigns.



Shapewear, a niche but rapidly expanding category in the fashion and apparel industry, has seen a significant surge in demand over recent years. Driven by rising consumer awareness about personal appearance, the pursuit of fitness, and the growing acceptance of body positivity, the shapewear market is experiencing an era of transformation and innovation. According to the report, the global shapewear market is expected to witness impressive growth rates, with an increasing number of consumers integrating shapewear products into their everyday wardrobes for enhanced body contouring and confidence. The report provides an extensive evaluation of the market size, forecast trends, and regional performance, offering valuable data to stakeholders navigating this evolving landscape.

"Global Shapewear Market" - Comprehensive Market Research Report
Detailed analysis of market trends, growth prospects, and regional performance.

https://www.marketresearchfuture.com/sample_request/7273

Key players in the market include:

- Victoria's Secret
- Zivame
- Triumph International

- SKIMS
- Vedette Shapewear
- Spanx
- Hanesbrands
- Jockey International
- Miraclesuit

One of the primary drivers contributing to the robust growth of the shapewear market is the increasing demand for functional and aesthetic clothing that enhances body shape and posture. Modern consumers, particularly in urban centers, are exhibiting a preference for clothing that combines style with practicality. Shapewear meets this demand by offering products that provide both compression and support, improving posture while helping achieve a streamlined silhouette. Furthermore, the rise in disposable incomes, changing lifestyles, and growing participation of women in the workforce are factors that have led to an increased demand for body-shaping garments across different demographics.

The report categorizes the shapewear market by type, offering a detailed analysis of several key product segments. These include Body Briefs, Seamless shapewear, Control Camisoles, Long Legs shapewear, Corsets, Body Shapes, and other specialized variants. Among these, seamless shapewear and body briefs are gaining significant traction due to their comfort, flexibility, and ability to remain invisible under different clothing styles. Control camisoles and long legs shapewear are also witnessing heightened adoption, particularly among consumers looking for versatile solutions that can be worn daily or on special occasions. Corsets and body shapes, traditionally viewed as restrictive, are undergoing a renaissance with contemporary designs that focus on comfort and ease of wear without compromising effectiveness.

In addition to product segmentation, the report examines the market based on distribution channels, segmented into store-based and non-store-based channels. Store-based distribution, including specialty stores, supermarkets, hypermarkets, and brand-exclusive outlets, continues to dominate the shapewear market due to consumers' preference for physically inspecting products before purchase. However, the non-store-based segment, primarily consisting of e-commerce platforms, is expected to witness exponential growth over the forecast period. The convenience of online shopping, coupled with the availability of a wide range of options, competitive pricing, and customer reviews, has made e-commerce a preferred channel for purchasing shapewear. Furthermore, the proliferation of mobile commerce and the influence of social media marketing are enhancing the visibility and accessibility of shapewear products among a broader audience.

"Global Shapewear Market" - Global Market Insights provides a comprehensive analysis of the market, covering key players, market trends, and regional insights. For more information, visit our website:

<https://www.marketresearchfuture.com/checkout?currency=one user-USD&report id=7273>

Geographically, the report provides a regional analysis covering North America, Europe, Asia-

Pacific, and the Rest of the World. North America currently holds a significant share of the global shapewear market, fueled by the region's fashion-forward consumer base, high disposable incomes, and strong presence of major shapewear brands. The United States, in particular, is a leading market for shapewear products, with increasing consumer interest in fitness and health contributing to market expansion.

Europe follows closely, with countries like the United Kingdom, Germany, France, and Italy demonstrating a consistent demand for high-quality shapewear. European consumers are increasingly favoring products that offer functionality without compromising on comfort and sustainability. As such, several brands in Europe are focusing on eco-friendly fabrics and inclusive sizing to cater to the region's diverse and environmentally conscious consumer base.

The Asia-Pacific region is projected to register the highest growth rate during the forecast period. Rising urbanization, increasing middle-class populations, and a growing awareness of body image are driving the demand for shapewear products in countries such as China, India, Japan, and South Korea. The rapid growth of e-commerce in these countries, along with aggressive marketing campaigns and endorsements by celebrities and influencers, is further accelerating market growth. Moreover, the increasing penetration of international brands in the region's emerging markets is providing consumers with access to a wider range of shapewear products that were previously unavailable.

The Rest of the World segment, encompassing regions such as Latin America, the Middle East, and Africa, is also showing promising potential. As fashion awareness grows and disposable incomes rise in these areas, the demand for shapewear is expected to increase steadily. Local brands, as well as international companies, are focusing on expanding their footprints in these emerging markets by offering affordable and culturally relevant shapewear solutions.

The report highlights several key trends shaping the future of the shapewear market. One significant trend is the increasing demand for inclusive sizing and body-positive marketing. Consumers are increasingly seeking brands that cater to diverse body types and promote body confidence rather than perpetuating unrealistic beauty standards. As a result, brands are expanding their product ranges to include plus sizes and offering customizable options to meet the needs of different body shapes.

"Shapewear Market - Global Outlook and Forecast" - Market Research Future, 2023, 100 pages, \$1,500.00
Market Research Future, 2023, 100 pages, \$1,500.00

<https://www.marketresearchfuture.com/reports/shapewear-market-7273>

Sustainability is another major trend gaining momentum in the shapewear market. Environmentally conscious consumers are driving demand for products made from organic, recycled, or biodegradable materials. Brands are responding by incorporating eco-friendly fabrics such as bamboo, organic cotton, and recycled polyester into their product lines. Additionally, ethical manufacturing practices and transparency in the supply chain are becoming

important differentiators for shapewear brands seeking to build trust and loyalty among their customers.

Technological advancements are also playing a pivotal role in shaping the market. Innovations such as seamless knitting technology, 3D printing, and smart fabrics are enhancing the functionality, comfort, and durability of shapewear products. Some companies are exploring smart shapewear with embedded sensors that provide real-time feedback on posture and body alignment, offering added value to health-conscious consumers.

[Market Research Future](#)

EXECUTIVE SUMMARY

MARKET INTRODUCTION

RESEARCH METHODOLOGY

MARKET DYNAMICS

MARKET FACTOR ANALYSIS....

Discover more Research Reports on [Baby Crib Market](#), by Market Research Future:

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

<https://www.marketresearchfuture.com/reports/baby-crib-market-25606>

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

<https://www.marketresearchfuture.com/reports/baby-powder-market-25614>

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

<https://www.marketresearchfuture.com/reports/baby-shoe-market-25659>

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

<https://www.marketresearchfuture.com/reports/back-to-school-market-25611>

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

<https://www.marketresearchfuture.com/reports/banknote-printing-machine-market-25617>

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide.

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide. Market Research Future has the distinguished objective of providing optimal quality research and granular research to clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help answer your most important questions.

□□□□□□ □□:

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

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

Market Research Future

Market Research Future

+ +1 855-661-4441

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/794519901>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.