

# Shapewear Market Size to Reach USD 6.01 Billion by 2034, Growing at a CAGR of 8.10%

*The global shapewear market was valued at approximately USD 2.76 billion in 2024 and is expected to reach around USD 6.01 billion by 2034*

PUNE, MAHARASHTRA, INDIA, September 1, 2025 /EINPresswire.com/ -- According to the latest market research, the [global shapewear market Size](#) was valued at approximately USD 2.76 billion in 2024 and is projected to reach around USD 6.01 billion by 2034, growing at a compound annual growth rate (CAGR) of roughly 8.10% between 2025 and 2034.



Shapewear Market

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*Deepak Rupnar*

The growth is driven by rising awareness of body aesthetics, increasing disposable income, innovations in fabric technology, and growing adoption of shapewear across all age groups. Shapewear products are designed to enhance body contours, provide comfort, and improve posture, making them a key segment in the global apparel and intimate wear market.

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Market Overview

Shapewear is a type of compression clothing worn to shape or contour the body. Over the years, shapewear has evolved from basic body shapers to advanced garments offering slimming, posture correction, and thermal support. The market growth is supported by trends in fashion, fitness, and lifestyle, coupled with technological innovations in fabrics, stretchability, and moisture management.

The market is further bolstered by the rise of online retail platforms, social media influence, and global e-commerce growth, allowing brands to reach wider audiences.

#### Key Insights:

As per the analysis shared by our research analyst, the global shapewear market is estimated to grow annually at a CAGR of around 8.10% over the forecast period (2025-2034)

In terms of revenue, the global shapewear market size was valued at around USD 2.76 billion in 2024 and is projected to reach USD 6.01 billion by 2034.

The shapewear market is projected to grow significantly due to the increasing consumer focus on body confidence and expanding applications in the athletic and medical sectors.

Based on product type, bodysuits lead the segment and are expected to continue dominating the global market.

Based on the application, everyday wear is expected to lead the market.

Based on the distribution channel, online retailers are anticipated to command the largest market share.

Based on end-users, women are expected to lead the market during the forecast period.

Based on region, North America is projected to lead the global market during the forecast period.

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#### Market Segmentation

##### By Product Type

**Bodysuits & Full-Body Shapewear** – Covers the torso, waist, and hips; popular for full-body contouring.

**Waist Cinchers & Corsets** – Focused on waist slimming; commonly used for both fashion and fitness purposes.

**Tummy Control Garments** – Targeted compression around the abdominal area.

**Leg Shapers & Shorts** – Enhances thigh and hip shaping.

**Others** – Includes specialized shapewear for postpartum support and thermal compression.

##### By Material

**Nylon & Spandex** – Provides elasticity and comfort; most widely used in shapewear products.

**Cotton Blends** – Preferred for breathability and skin-friendly properties.



Polyester & Lycra – Offers durability, stretchability, and moisture-wicking features.

#### By Distribution Channel

Online Retail – Fastest-growing segment due to convenience, variety, and direct-to-consumer models.

Offline Retail (Specialty Stores & Malls) – Traditional channel, including branded outlets and department stores.

Direct Sales & Brand Stores – Exclusive stores offering premium shapewear lines.

#### Regional Insights

North America – Largest market in 2024, led by the U.S., driven by high fashion consciousness, fitness awareness, and growing adoption of shapewear among millennials and Gen Z.

Europe – Steady growth in countries like UK, Germany, and France, with rising demand for premium and luxury shapewear products.

Asia-Pacific – Fastest-growing region due to increasing disposable income, fashion-conscious consumers, and growing e-commerce penetration in countries like China, India, and Japan.

Latin America – Moderate growth with Brazil and Mexico leading in shapewear adoption due to urbanization and fashion trends.

Middle East & Africa – Emerging market, with adoption driven by lifestyle changes, social media influence, and modern retail expansion.

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#### Competitive Landscape

The global shapewear market is highly competitive, with both international and regional brands focusing on product innovation, premium materials, online marketing, and global expansion.

#### Major Key Players

Spanx, Inc. – Pioneer in shapewear, offering innovative body-shaping garments.

Yummie by Heather Thomson – Known for comfort-oriented and versatile shapewear lines.

SKIMS (Kim Kardashian West) – Premium shapewear and bodywear with wide media visibility.

Shapermint – E-commerce-based brand offering a wide range of affordable shapewear.

Commando – Focused on stylish, comfortable, and seamless shapewear products.

Soma Intimates (L Brands) – Offers shapewear integrated with lingerie and fashion products.

Heist Studios – UK-based premium shapewear and hosiery brand.

Yummie Tummie – Specialized in functional shapewear for postpartum and everyday use.

Adore Me – Online retailer offering shapewear across multiple price points.

Maidenform, Inc. – Legacy brand with a wide range of body-shaping products.

#### Market Dynamics

## Drivers

Rising awareness of body aesthetics and fashion trends.  
Increasing preference for postpartum and fitness-related shapewear.  
Expansion of online retail and direct-to-consumer sales channels.  
Innovations in breathable, stretchable, and moisture-wicking fabrics.

## Restraints

High cost of premium shapewear products in certain regions.  
Discomfort concerns associated with prolonged use of tight-fitting garments.  
Counterfeit products affecting consumer trust in certain markets.

## Opportunities

Growth in athleisure and activewear integrated shapewear products.  
Expansion in emerging markets with increasing disposable income.  
Collaborations with fashion influencers and celebrity endorsements.

## Future Outlook

The global shapewear market is projected to continue its robust growth over the next decade, with increasing adoption across fashion, fitness, and lifestyle segments. Technological innovations in smart textiles, seamless designs, and customizable compression levels are expected to drive further market penetration.

By 2034, the market is expected to reach USD 6.01 billion, with North America maintaining a leading position and Asia-Pacific emerging as the fastest-growing region due to rapid urbanization, e-commerce growth, and rising fashion consciousness.

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