

# Strapless Bra Market Research Report Highlights Steady Growth and Evolving Consumer Demand

*Increased consumer awareness regarding comfort and fit, and the rising popularity of strapless designs for various occasions*

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/EINPresswire.com/ -- The global [strapless bra market](#) is witnessing steady growth as consumers increasingly look for lingerie that

combines comfort, support, and style. Valued at USD 2.5 billion in 2024, the market is projected to reach USD 4.5 billion by 2034, growing at a compound annual growth rate (CAGR) of 6.1% during the forecast period.

This growth is mainly supported by changing fashion trends and evolving consumer preferences. Modern wardrobes now include more off-shoulder tops, strapless dresses, and backless outfits, creating strong demand for bras that remain hidden while offering reliable support. Strapless bras meet this need by providing versatility across casual, party, and formal wear, making them a preferred choice for many women.

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Another key factor driving market expansion is the growing focus on comfort and fit. Consumers are no longer willing to compromise comfort for appearance. As a result, manufacturers are developing strapless bras using improved fabrics, better shaping, and secure grip features that stay in place without causing discomfort. Surveys indicate that comfort is one of the top priorities for women when choosing lingerie, which has encouraged brands to redesign traditional strapless bras into more wearable and supportive options.

The rapid growth of online shopping has also played an important role in expanding the strapless bra market. E-commerce platforms allow consumers to explore a wide range of designs, sizes, and brands from the comfort of their homes. Easy returns, size guides, and



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customer reviews have increased buyer confidence, especially for intimate wear. As online fashion sales continue to rise globally, strapless bras are benefiting from increased visibility and accessibility.

Social media and celebrity influence have further supported market growth. Fashion influencers and public figures frequently feature strapless bras as part of their outfits, helping normalize and promote their everyday use. These endorsements, combined with visual platforms such as Instagram and short-video apps, have made strapless bras more appealing to younger consumers and first-time buyers.

Sustainability is emerging as another important theme in the market. Environmentally aware consumers are showing interest in lingerie made from eco-friendly fabrics and responsibly sourced materials. In response, several brands are introducing sustainable strapless bra collections, aligning with broader efforts to reduce environmental impact while maintaining quality and comfort.

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Despite positive growth prospects, the market faces certain challenges. Supply chain disruptions, highlighted in recent years, have affected the availability of raw materials and delayed production in some regions. Fluctuating costs of fabrics and accessories also impact pricing and profit margins for manufacturers. In addition, lingerie brands must comply with strict safety, labeling, and material regulations, which can increase operational complexity. Growing requirements around sustainability and transparency further add to compliance efforts, particularly for smaller players.

In terms of industry trends, innovation remains at the forefront. Companies are investing in new designs such as wireless strapless bras, molded cups, and flexible support structures that enhance comfort without sacrificing shape. Moisture-friendly fabrics and adjustable elements are also being introduced to improve everyday usability. Digital marketing and direct-to-consumer strategies are becoming increasingly important, allowing brands to connect directly with shoppers and build long-term loyalty.

Inclusivity is another major trend shaping the strapless bra market. Brands are expanding size ranges and introducing designs that cater to different body types. Marketing messages are also shifting toward body positivity and representation, which resonate strongly with today's consumers. Companies that promote inclusivity are seeing stronger engagement and repeat purchases.

From a product perspective, underwire strapless bras held the largest share of the market in 2024, accounting for about 45% of total revenue. These bras remain popular due to their strong support and shaping, especially for formal occasions. However, wireless strapless bras are

expected to be the fastest-growing segment, with a projected CAGR of 8.2%. Their growth is driven by rising demand for relaxed, comfortable lingerie that suits daily wear and aligns with casual fashion trends.

Adhesive strapless bras are also gaining popularity, particularly among consumers looking for invisible solutions under backless or deep-cut outfits. These designs offer flexibility and a smooth appearance, making them suitable for special events and fashion-forward styling.

Overall, the strapless bra market is evolving to meet modern lifestyle needs. With continued innovation, expanding online sales, and a strong focus on comfort, inclusivity, and sustainability, the market is well-positioned for long-term growth. As brands adapt to changing consumer expectations, strapless bras are expected to remain an essential part of women's lingerie collections worldwide.

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### Strapless Bra Competitive Landscape & Developments

Key players operating in the strapless bra market are undertaking various initiatives to strengthen their presence and increase the reach of their products and services. Strategies such as expansion activities and partnerships are key in propelling market growth.

#### Key Players in the Strapless Bra Market:

Victoria's Secret

Calvin Klein

ThirdLove

Aerie

Lively

Wacoal

Bali

Maidenform

Playtex

Warner's

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