

Global Lingerie Market Expected to Reach US\$ 71.1 Billion by 2031, Growing at a CAGR of 6.5% | TMR Report

The global lingerie market is experiencing significant growth, driven by increasing consumer demand for comfort, innovation, and diverse product offerings.

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EINPresswire.com/ -- The global [lingerie market](#) is set for remarkable growth in the coming years. Valued at US\$ 40.4 billion in 2022, the market is expected to grow at a compound annual growth rate (CAGR) of 6.5% from 2023 to 2031, reaching an estimated value of US\$ 71.1 billion by the end of 2031. This growth is driven by shifting consumer preferences, increasing disposable incomes, and the continuous innovation in product offerings. The following analysis highlights key trends, market drivers, challenges, and opportunities, along with an overview of the leading players shaping the lingerie industry.



Lingerie Market

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Market Overview

The lingerie market encompasses a wide range of products, including bras, knickers, panties, and loungewear, with varying materials such as cotton, satin, muslin, silk, and others. In recent years, the lingerie industry has witnessed a shift toward comfort and inclusivity, with an emphasis on fabrics that cater to various body types, skin sensitivities, and personal styles. This has prompted both established and emerging brands to adapt and innovate, resulting in an increasingly diverse

and competitive market.

Key Drivers of Growth

Several factors are fueling the rapid growth of the lingerie market:

1. **Rising Demand for Comfortable and Versatile Lingerie:** Consumers are gravitating toward lingerie that offers both comfort and style, leading to a surge in demand for soft fabrics, seamless designs, and functional pieces. The growth of athleisure and the trend of wearing lingerie as outerwear also contribute to this demand.
2. **Increase in Disposable Income:** As incomes rise in emerging markets, consumers are more willing to invest in high-quality lingerie. This is particularly evident in regions such as Asia-Pacific, where increasing urbanization and a growing middle class are driving sales.
3. **Innovations in Design and Fabric:** Advances in textile technology have made it possible to offer lingerie with enhanced durability, breathability, and comfort. Fabrics like organic cotton, sustainable silk, and high-tech synthetic fibers are being used to create lingerie that is both fashionable and eco-friendly.
4. **Influence of Social Media and Celebrities:** Social media platforms and the rise of influencer marketing have played a significant role in shaping consumer preferences, promoting body positivity, and introducing diverse lingerie styles that cater to all body shapes and sizes.

Market Challenges and Opportunities

Despite the strong growth potential, the lingerie market faces challenges, such as the high level of competition among key players and the growing concerns regarding the environmental impact of synthetic fabrics. Manufacturers are under pressure to improve sustainability practices by focusing on eco-friendly materials and reducing waste.

However, these challenges present opportunities for innovation. Companies that embrace sustainable practices, such as using recycled materials or adopting ethical manufacturing processes, are likely to gain a competitive edge. The demand for inclusive sizing, personalization, and customization in lingerie is also an area of growth, with consumers seeking products that reflect their personal identity and values.

Regional Analysis

The global lingerie market is experiencing robust growth across all major regions. North America, particularly the United States, holds a significant share of the market, driven by high consumer spending and a strong brand presence. Europe follows closely, with key markets like the UK and Germany showing strong demand for both luxury and everyday lingerie.

In the Asia-Pacific region, particularly in China and India, the lingerie market is expanding rapidly due to increasing disposable incomes and a growing middle class. These regions also see a surge in demand for trendy, comfortable, and affordable lingerie. Latin America and the Middle East are expected to follow suit, with the region's demand driven by increasing urbanization and changing consumer preferences.

Market Segmentation

The global lingerie market can be segmented by product type, material, and region:

1. By Product Type:

- o Bras
- o Knickers and Panties
- o Loungewear

2. By Material:

- o Cotton
- o Satin
- o Muslin
- o Silk
- o Others

Access detailed insights by visiting our full report -

<https://www.transparencymarketresearch.com/lingerie-market.html>

Future Outlook

Looking ahead, the lingerie market will continue to benefit from key trends like the increasing demand for comfort, inclusivity, and sustainability. Companies that are able to adapt to these trends will be well-positioned to capitalize on growth opportunities. Furthermore, the rising popularity of online retail channels will continue to reshape the way consumers shop for lingerie, providing brands with new avenues to reach a global audience.

The market will also see an increased focus on personalized products, with brands offering tailored lingerie to meet individual preferences. Advances in virtual try-on technology and AI-driven recommendations will enhance the shopping experience, helping consumers find the perfect fit and style.

Market Trends

1. Sustainability in Lingerie: As consumers become more environmentally conscious, the demand for sustainable and ethically produced lingerie continues to grow. Eco-friendly fabrics, such as organic cotton and recycled materials, are becoming more prevalent.
2. Athleisure Influence: The growing popularity of athleisure is influencing the lingerie market, with brands offering sports bras and other activewear-inspired lingerie pieces that combine comfort with style.
3. Body Positivity and Inclusivity: The lingerie industry is embracing diversity, with brands expanding their size ranges and focusing on designs that cater to a wider variety of body shapes. This trend is helping to break down traditional beauty standards and promote self-confidence.

Companies Profile

Leading players in the lingerie market include industry giants such as Calvin Klein, Hanesbrands, Inc., Hennes & Mauritz AB, Jockey, L Brands, Inc., LVMH Moët Hennessey Louis Vuitton SE, Marks and Spencers Group PLC, PVH Corporation, Ralph Lauren Corp., Triumph, and Victoria's Secret, among others. These companies are constantly innovating and expanding their product offerings to meet the evolving demands of consumers worldwide.

As the lingerie market continues to evolve, companies that prioritize innovation, sustainability,

and inclusivity will be at the forefront of driving industry growth in the years ahead.

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