

Men's Underwear & Women's Lingerie Market to Achieve USD 392.05 Billion by 2032, Growing at a Robust 5.75% CAGR | PVH Corp

Global Men S Underwear Women S Lingerie Market Research Report: By Type, By Material, By Style, By Price Range, By Distribution Channel, Online and By Regional

NEW YORK, NY, UNITED STATES, February 10, 2025 /EINPresswire.com/ -- The global market for Men's Underwear and Women's Lingerie is witnessing a dynamic shift driven by consumer demand for comfort, style, and sustainability. With projected growth from USD 250.55 billion in 2024 to USD 392.05 billion by 2032, at a CAGR of 5.75%, the market is poised for robust expansion across multiple segments.



Men S Underwear Women S Lingerie Market

Market Overview

The [Men's Underwear and Women's Lingerie market](#) is expanding rapidly due to a combination of changing fashion trends, technological innovations in fabric production, and evolving consumer purchasing behaviors. As consumers become more conscious of quality, comfort, and environmental impact, brands are responding with new offerings that cater to a diverse range of needs, from everyday wear to luxury intimates.

The segmentation of the market can be categorized by type, material, style, price range, distribution channel, and region. Each of these categories offers unique insights into the preferences and purchasing behavior of consumers across different regions and income brackets.

Key Companies in The Men S Underwear Women S Lingerie Market Include:

Cosabella Inc. ,L Brands Inc. ,PVH Corp ,Hanesbrand ,Chantelle Lingerie S.A. ,Victoria's Secret ,Agent Provocateur Holdings Ltd ,Triumph International ,Ultimo Brands Ltd ,Empreinte Lingerie S.A. ,Wacoal Holdings Corp ,Jockey International Inc. ,Intimissimi S.p.A. ,Marks and Spencer Group plc ,La Perla S.p.A.

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Segmentation Analysis

By Type:

The market is broadly segmented into two major categories: Men's Underwear and Women's Lingerie. Men's underwear includes styles like boxers, briefs, and trunks, while women's lingerie encompasses bras, panties, thongs, and other intimate apparel. The diversity of choices in both categories reflects the varying preferences of consumers in terms of style, fit, and functionality.

By Material:

The materials used in the production of underwear and lingerie play a significant role in consumer preferences. Cotton, nylon, polyester, silk, and lace are some of the most common materials used. Cotton remains a popular choice due to its comfort and breathability, while silk and lace are sought after for their luxury appeal. Synthetic materials like nylon and polyester offer durability and elasticity, making them ideal for performance wear and everyday comfort.

By Style:

Style plays a pivotal role in shaping consumer demand in the lingerie and underwear market. Popular styles for men include boxers, briefs, and trunks, while women's lingerie features a broad range of options, including bras, panties, and thongs. Emerging trends, such as shapewear and sports bras, have added another layer to this category, offering consumers more functionality without sacrificing comfort or style.

By Price Range:

The market for Men's Underwear and Women's Lingerie can be segmented based on price range into three categories: economy, mid-range, and luxury. Luxury lingerie and underwear brands, often made with high-end materials like silk, lace, and satin, have seen growing demand among affluent consumers. At the other end of the spectrum, affordable and economy-priced products continue to dominate due to their accessibility and value for money. Mid-range offerings cater to consumers looking for a balance of quality and affordability.

By Distribution Channel:

The distribution channels for lingerie and underwear can be classified into offline and online categories. Offline retail stores, including department stores, boutiques, and chain stores, continue to be dominant channels, but online platforms have seen exponential growth. E-

commerce and direct-to-consumer models are reshaping the market, with brands increasingly offering their products via their websites or third-party online retailers. The convenience and accessibility of online shopping have contributed to a surge in demand, particularly among younger, tech-savvy consumers.

By Region:

The Men's Underwear and Women's Lingerie market is divided into key regions: North America, Europe, South America, Asia Pacific, and the Middle East and Africa. North America and Europe hold substantial shares in the market due to high consumer spending, awareness of luxury products, and a developed retail infrastructure. The Asia Pacific region is anticipated to exhibit the highest growth rate, driven by rising incomes, an expanding middle class, and increasing urbanization. Meanwhile, markets in the Middle East and Africa are expected to see steady growth as changing lifestyles and evolving perceptions of personal care and hygiene drive demand.

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Industry Development and Trends

Several factors are contributing to the rapid development of the Men's Underwear and Women's Lingerie market. Firstly, there is a strong trend toward sustainability, with more consumers opting for eco-friendly materials such as organic cotton, bamboo, and recycled fibers. Brands that emphasize ethical sourcing and production are gaining a competitive edge in the market, especially among environmentally conscious consumers.

Secondly, technological advancements in fabric innovation are reshaping the industry. Comfort-driven innovations such as moisture-wicking, antibacterial, and temperature-regulating fabrics are increasingly being integrated into both men's and women's intimate apparel. These features not only enhance the functionality of the garments but also appeal to health-conscious consumers who are looking for added value in their purchases.

Thirdly, the demand for customization is on the rise. With the growth of online shopping platforms and direct-to-consumer models, consumers now expect more personalized options, such as custom-fit lingerie and underwear that cater to unique body shapes. Brands are capitalizing on this trend by offering made-to-order products and personalized fittings, allowing consumers to create intimate apparel that suits their specific preferences.

Finally, the shift toward inclusivity is another key trend shaping the market. Brands are increasingly recognizing the diverse needs of consumers, offering a broader range of sizes, designs, and fits that cater to different body types and personal preferences. This shift toward body positivity is helping brands expand their consumer base and foster greater brand loyalty.

Market Drivers

The Men's Underwear and Women's Lingerie market is driven by several key factors. First, changing fashion trends and increasing consumer demand for stylish, comfortable, and functional intimate apparel are leading to innovations in design and materials. The rising popularity of athleisure and wellness-driven fashion also fuels demand for lingerie and underwear that provides both comfort and style.

Second, the growing availability of online shopping and e-commerce platforms is providing consumers with easier access to a wider variety of products. The convenience of online shopping, coupled with the rise of social media marketing and influencer partnerships, is helping brands reach a broader audience.

Third, rising disposable incomes, particularly in emerging markets, are enabling more consumers to invest in premium products, such as luxury lingerie and designer underwear. As the middle class continues to grow globally, consumer spending on non-essential items like lingerie is expected to rise, further fueling market growth.

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Challenges

Despite the promising growth of the [Men's Underwear and Women's Lingerie industry](#), several challenges remain. One of the biggest challenges is the intense competition among both established and emerging brands. With a large number of players offering similar products, it can be difficult for brands to differentiate themselves in the market.

Another challenge is the fluctuating raw material costs, which can impact production costs and profitability. For example, the price of silk, lace, and other luxury materials can be volatile, affecting the pricing strategies of brands.

Lastly, shifting consumer preferences and expectations present a challenge. As consumers demand more sustainable and eco-friendly products, brands must adapt their sourcing and production methods to stay competitive. Additionally, the growing emphasis on customization means that brands must invest in technology and infrastructure to meet the demand for personalized products.

The Men's Underwear and Women's Lingerie market is poised for significant growth in the coming years, driven by evolving consumer preferences, technological advancements, and the increasing demand for both comfort and luxury. By understanding the various segments of the

market and keeping an eye on key trends, brands can navigate this evolving landscape and meet the diverse needs of their consumers. While challenges remain, the opportunities for growth and innovation are vast, making this a dynamic market to watch in the years ahead.

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