

North America Lingerie Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The North American Lingerie Market was valued at USD 12,583.6 million in the current year and is projected to register a CAGR of 4.54% over the forecast period.

The lingerie industry has witnessed robust growth among the millennial populace, owing to factors such as rising brand mindfulness and high spending capacity among working women are making a rewarding open door for the market players to arrive at new products for women. The growing demand for one-piece lingerie, shape wears, and seamless, intimate apparel is some other factors driving the lingerie market. The demand for lingerie is driven by millennials in the area, who are more receptive to novel and diversified products than prior generations. The increased demand from millennials for novel and creative products in terms of color, fabric, pattern, and style benefits manufacturers. For instance, in May 2021, Zara and Fruit of the Loom collaborated to release their first joint capsule collection, which is now available in United States shops. The brand-new women's line includes high-quality, vividly colored hoodies, shorts, jeans, and undergarments.

Due to the rapid spread of COVID-19, countries in the region were following lockdown measures to limit its spread, which resulted in the closure of manufacturing plants and lingerie stores for several weeks. However, the shift in perception of lingerie from the necessity to a wardrobe staple has been a major factor driving demand for fashionable lingerie. The pandemic accelerated the already popular comfort-wear trend, pushing sports bras, soft cup silhouettes, and relaxed-fit briefs to the fore through advertisement and celebrity endorsement.

Additionally, with the rising working women population, there is a huge demand for fashionable lingerie as they are willing to pay even more for top branded products owing to the high disposable income of the consumers, which has changed consumer spending behavior. Hence, the above-mentioned factors are accelerating the growth of the market studied.

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North America Lingerie Market Trends

Strong Sports Culture's Positive Impact on Activewear Lingerie

Consumers in the region are increasingly seeking out various types of sports lingerie, including compression sports bras, encapsulation sports bras, criss-cross back, racerback, and others, in line with trends like athletic trends and health and wellness trends. The demand for sports lingerie for activities like running, cycling, and yoga, among others, has also been driven by the ongoing consumer shift toward more active lifestyles in the region. In addition, the rise in participation among women in sports and fitness activities has aided the expansion of the sports lingerie market. For instance, according to the Bureau of Labor Statistics, the share of women participating in any sport or physical activity in the United States has been slowly and steadily increasing in recent years. In 2021, 19.6% of women participated in sports, exercise, and recreational activities every day, an increase from 17.2% participation in 2018 in the United States. Furthermore, an increase in government initiatives to improve sports participation has played a key role in driving the market's growth over the past few years. Along with this, the increasing influence of sports, international tournaments in sports and fitness, and sports campaigns like the NCAA Women's Basketball Tournament, National Women's Hockey League, and FIFA World Cup are motivating women to engage in distinct fitness and sporting pursuits, which is helping to drive the market for athleisure lingerie, thereby, driving the lingerie market in the region.

United States Holds Largest Share

The lingerie market in the United States is experiencing rapid expansion due to the growing number of financially independent women, rising per capita income levels, rapid urbanization, and the growth of sales channels, which are predicted to further propel the lingerie market in the country over the forecast period. Additionally, with the increasing demand for fashionable fabric lingerie such as lace briefs, and stylish silhouettes, the players are innovating and introducing erotic lingerie in various sizes to cater to all size ranges. For instance, in 2021, LoveSuzie, a New York-based women's lingerie retailer, launched a new lace lingerie collection, Live Your Life In Color, for women ranging from XS to 3X. The Live Your Life in Color collection features a combination of Comfort-Stretch and Ever-Stretch bras and underwear, including racerback bralettes, triangle bralettes, thongs, hipsters, bikinis, and slips. The pieces in this collection are comfortable and feature Flex-Sizing, which complements every woman's body type and lifestyle. Hence, the increase in technological advancement and the strategic investments by market players is augmenting the lingerie market growth during the forecast period.

North America Lingerie Market Competitor Analysis

The North American lingerie market is highly fragmented and intensely competitive, with the presence of numerous local and international players competing for a major market share. Victoria's Secret & Co., Hanesbrands Inc., PVH Corp., and AEO Inc. are among some of the major players, followed by players such as Nike Inc. and Jockey International Inc. The major players are engaging in industry consolidation through partnerships or acquisitions of well-known domestic companies, which has heightened competition among other existing players in the market. Further, the players are focusing on launching new products per the consumer's demand and promoting their newly launched products through innovative marketing strategies to penetrate the regional market. For instance, in April 2021, Chantelle declared the launch of the world's first 100% recyclable bra, Chantelle One, in the market. After using a Chantelle One product, the buyer may return it or mail it back. It will be recycled, and the buyer will earn credit against new Chantelle bras and underwear.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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