

North America And Europe Shapewear Market Research Report Forecast to 2030

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Report description:

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Market Overview

The growth of the North American and Europe shapewear market can be attributed to technological advancements and consumers' growing concern about maintaining body shape. However, rising concerns about side effects and aggressive promotional activities by key players are expected to hamper market growth. Furthermore, new product innovations are creating lucrative growth opportunities for the North America and Europe shapewear markets during the forecast period.

Shapewear is an undergarment designed to smooth, lift, and/or reshape the body. It is frequently made of a stretchy fabric that is held in place by elastic or a close fit. Shapewear can be worn for several reasons, including creating a more flattering silhouette, providing support, reducing sweating, improving posture, assisting with weight loss, and feeling more confident.

The expected growth in the market can be attributed to the increasing technological advancements and growing concern of consumers about maintaining body shape. However, the market is also held back by increasing concerns over side effects and size and fit issues. Nevertheless, it is anticipated that the strong promotional activities by the key players and new product innovations will create lucrative opportunities for the players operating in the North America and Europe shapewear market. Moreover, growing competition from market players will pose a challenge to the North America and Europe shapewear market.

Market Segmentation

Based on material, the North America and Europe shapewear market has been segmented into nylon, polyester, cotton, and others. The nylon segment dominated the market in 2022, while the polyester segment is projected to be the fastest-growing segment during the forecast period, 2023-2030.

Based on type, the North America and Europe shapewear market has been segmented into body briefs, seamless, control camisoles, long legs, corsets, body shapers, and others. The body briefs segment dominated the market in 2022, while the seamless segment is projected to be the fastest-growing segment during the forecast period, 2023-2030.

Based on end user, the North America and Europe shapewear market has been bifurcated into men and women. The women segment dominated the market in 2022 and projected to be the faster-growing segment during the forecast period, 2023-2030.

Based on end distribution channel, the North America and Europe shapewear market has been bifurcated into store-based and non-store-based (online). The store-based segment dominated the market in 2022, while the non-store-based (online) segment is projected to be the faster-growing segment during the forecast period, 2023-2030.

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Based on region, the shapewear market has been segmented into North America and Europe. North America accounted for the largest market share of 57.94% in 2022 and is anticipated to reach approximately USD 1,505.29 million by 2030 at a 7.58% CAGR during the forecast period. Also, Europe is projected to grow at a CAGR of 6.13% during the forecast period.

Major Players

Spanx, Inc (US) Triumph International Corporation (Switzerland) Adidas (Germany), HanesBrands, Inc (US), and Nike, Inc (US), Leonisa United States (US), Wolford (Austria), Skims (US), Under Armour Inc (US), and Jockey International, Inc (US).

Table of Contents:

TABLE OF CONTENTS

1EXECUTIVE SUMMARY12

1.1OVERVIEW13

2MARKET INTRODUCTION14

2.1DEFINITION14

2.2SCOPE OF THE STUDY14

2.3RESEARCH OBJECTIVE14

2.4MARKET STRUCTURE15

2.5ASSUMPTIONS & LIMITATIONS15

3RESEARCH METHODOLOGY16

3.1DATA MINING16

3.2SECONDARY RESEARCH17

3.3PRIMARY RESEARCH18

3.4BREAKDOWN OF PRIMARY RESPONDENTS19

3.5FORECASTING TECHNIQUES19

3.6RESEARCH METHODOLOGY FOR MARKET SIZE ESTIMATION20

3.6.1BOTTOM-UP APPROACH21

3.6.2TOP-DOWN APPROACH21

3.7DATA TRIANGULATION22

3.8VALIDATION22

4MARKET DYNAMICS23

4.1OVERVIEW23

4.2DRIVERS24

4.2.1INCREASING TECHNOLOGICAL ADVANCEMENTS24

4.2.2GROWING CONCERN OF CONSUMERS TOWARDS MAINTAINING BODY SHAPE24

4.3RESTRAINTS25

4.3.1INCREASING CONCERNS OVER SIDE EFFECTS25

4.3.2FIT AND COMFORT ISSUES25

4.4OPPORTUNITIES26

4.4.1STRONG PROMOTIONAL ACTIVITIES BY THE KEY PLAYERS26

4.4.2NEW PRODUCT INNOVATIONS26

4.5CHALLENGES26

4.5.1GROWING COMPETITION FROM MARKET PLAYERS26

5MARKET FACTOR ANALYSIS27

5.1VALUE CHAIN ANALYSIS27

5.1.1	R&D & DESIGNING	27
5.1.2	MANUFACTURING	28
5.1.3	DISTRIBUTION & SALES	29
5.1.4	POST-SALES MONITORING	29
5.2	PORTER'S FIVE FORCES MODEL	30
5.2.1	THREAT OF NEW ENTRANTS	31
5.2.2	BARGAINING POWER OF SUPPLIERS	31
5.2.3	THREAT OF SUBSTITUTES	32
5.2.4	BARGAINING POWER OF BUYERS	32
5.2.5	INTENSITY OF RIVALRY	33
5.3	IMPACT OF COVID-19 ON THE NORTH AMERICA AND EUROPE SHAPEWEAR MARKET	34
5.3.1	IMPACT SUPPLY CHAIN	34
5.3.2	IMPACT ON DEMAND FOR SHAPEWEAR PRODUCTS	34
5.3.3	IMPACT ON TECHNOLOGICAL ADVANCEMENTS	34
5.4	TRENDS AND INNOVATIONS	35
5.5	QUALITATIVE INFORMATION ON SUSTAINIBILITY CHANGES IN NORTH AMERICA AND EUROPE SHAPEWEAR MARKET	36
5.6	AVERAGE PRICE FOR PRODUCTS OF NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY REGION	37
5.7	LIST OF SUPPLIERS FOR NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY REGION	38
6	NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY TYPE	40
6.1	OVERVIEW	40
6.2	BODY BRIEFS	43
6.3	SEAMLESS	43
6.4	CONTROL CAMISOLES	43
6.5	LONG LEGS	44
6.6	CORSETS	44
6.7	BODY SHAPERS	44
6.8	OTHERS	45
7	NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY MATERIAL	46
7.1	OVERVIEW	46
7.2	NYLON	48
7.3	POLYESTER	49
7.4	COTTON	49
7.5	OTHERS	49
8	NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY END USER	50
8.1	OVERVIEW	50
8.2	MEN	52
8.3	WOMEN	52
9	NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY DISTRIBUTION CHANNEL	53
9.1	OVERVIEW	53
9.2	STORE-BASED	56
9.2.1	SUPERMARKETS & HYPERMARKETS	56
9.2.2	SPECIALTY STORES	57
9.2.3	OTHERS	57
9.3	NON-STORE BASED (ONLINE)	57
10	NORTH AMERICA AND EUROPE SHAPEWEAR MARKET, BY REGION	58
10.1	OVERVIEW	58
10.2	NORTH AMERICA	60

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10.2.1	US	64
10.2.2	CANADA	66
10.2.3	MEXICO	67
10.3	EUROPE	70
10.3.1	GERMANY	74
10.3.2	UK	76
10.3.3	FRANCE	77
10.3.4	ITALY	79
10.3.5	SPAIN	81
10.3.6	REST OF EUROPE	82
11	COMPETITIVE LANDSCAPE	85
11.1	OVERVIEW	85
11.2	COMPETITIVE BENCHMARKING	86
11.3	MAJOR GROWTH STRATEGY IN THE NORTH AMERICA AND EUROPE SHAPEWEAR MARKET	87
11.4	KEY DEVELOPMENT ANALYSIS	87
11.5	KEY DEVELOPMENTS & GROWTH STRATEGIES	88
11.5.1	PRODUCT LAUNCH	88
11.5.2	EXPANSION	88
12	COMPANY PROFILES	89
12.1	TRIUMPH INTERNATIONAL CORPORATION	89
12.1.1	COMPANY OVERVIEW	89
12.1.2	FINANCIAL OVERVIEW	89
12.1.3	PRODUCTS OFFERED	89
12.1.4	KEY DEVELOPMENTS	90
12.1.5	SWOT ANALYSIS	91
12.1.6	KEY STRATEGIES	91
12.2	HANESBRANDS, INC.	92
12.2.1	COMPANY OVERVIEW	92
12.2.2	FINANCIAL OVERVIEW	93
12.2.3	PRODUCTS OFFERED	93
12.2.4	SWOT ANALYSIS	95
12.2.5	KEY DEVELOPMENTS	95
12.2.6	KEY STRATEGIES	95
12.3	WOLFORD	96
12.3.1	COMPANY OVERVIEWS	96
12.3.2	FINANCIAL OVERVIEW	96
12.3.3	PRODUCTS OFFERED	97
12.3.4	KEY DEVELOPMENTS	97
12.3.5	KEY STRATEGIES	97
12.4	SPANX, INC.	98
12.4.1	COMPANY OVERVIEW	98
12.4.2	FINANCIAL OVERVIEW	98
12.4.3	PRODUCTS OFFERED	98
12.4.4	KEY DEVELOPMENTS	99
12.4.5	SWOT ANALYSIS	100
12.4.6	KEY STRATEGIES	100
12.5	SKIMS	101

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12.5.1	COMPANY OVERVIEW	101
12.5.2	FINANCIAL OVERVIEW	101
12.5.3	PRODUCTS OFFERED	101
12.5.4	KEY DEVELOPMENTS	103
12.5.5	KEY STRATEGIES	103
12.6	NIKE, INC	104
12.6.1	COMPANY OVERVIEW	104
12.6.2	FINANCIAL OVERVIEW	105
12.6.3	PRODUCTS OFFERED	105
12.6.4	KEY DEVELOPMENTS	106
12.6.5	SWOT ANALYSIS	107
12.6.6	KEY STRATEGIES	107
12.7	ADIDAS	108
12.7.1	COMPANY OVERVIEW	108
12.7.2	FINANCIAL OVERVIEW	109
12.7.3	PRODUCTS OFFERED	109
12.7.4	KEY DEVELOPMENTS	110
12.7.5	SWOT ANALYSIS	111
12.7.6	KEY STRATEGIES	111
12.8	UNDER ARMOUR INC	112
12.8.1	COMPANY OVERVIEWS	112
12.8.2	FINANCIAL OVERVIEW	113
12.8.3	PRODUCTS OFFERED	113
12.8.4	KEY DEVELOPMENTS	114
12.8.5	KEY STRATEGIES	114
12.9	JOCKEY INTERNATIONAL, INC	115
12.9.1	COMPANY OVERVIEW	115
12.9.2	FINANCIAL OVERVIEW	115
12.9.3	PRODUCTS OFFERED	115
12.9.4	KEY DEVELOPMENTS	116
12.9.5	KEY STRATEGIES	116
12.10	LEONISA UNITED STATES	117
12.10.1	COMPANY OVERVIEW	117
12.10.2	FINANCIAL OVERVIEW	117
12.10.3	PRODUCTS OFFERED	117
12.10.4	KEY DEVELOPMENTS	118
12.10.5	KEY STRATEGIES	118
13	APPENDIX	119
13.1	REFERENCES	119
13.2	RELATED REPORTS	120
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