

Lingerie Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024-2032

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Report description:

The Global Lingerie Market was valued at USD 7.2 billion in 2023 and is projected to grow at a CAGR of 5.5% between 2024 and 2032. The market is witnessing substantial growth due to shifting consumer preferences, advancements in fabric technology, and the surging popularity of online retail. Lingerie has evolved from being a basic necessity to a dynamic fashion statement, blending style, comfort, and functionality. Consumers are increasingly looking for versatile and trendy undergarments that align with their lifestyle and body positivity trends.

The growing demand for inclusive sizing, sustainable fabrics, and innovative designs is further fueling market expansion. Leading brands are integrating smart textiles, moisture-wicking fabrics, and seamless designs to enhance comfort and appeal. Additionally, the influence of social media and celebrity endorsements is shaping purchasing decisions, making lingerie more than just an essential item but a representation of personal style and confidence. As the market diversifies, brands are leveraging artificial intelligence and virtual fitting rooms to improve the shopping experience, making lingerie more accessible to consumers worldwide.

The market consists of several key product categories, including bras, panties, shapewear, and other lingerie items. Among these, the bras segment emerged as the largest contributor, generating USD 3.1 billion in 2023. This segment is expected to reach USD 4.9 billion by 2032, driven by the rising consumer preference for bras that offer both comfort and support. As health-consciousness increases, consumers are seeking well-fitted bras designed for daily wear and specific activities. Wireless options, such as bralettes and sports bras, are gaining traction as they cater to various lifestyles and prioritize comfort without compromising on fashion. Additionally, the introduction of adaptive lingerie and customizable fits is revolutionizing the industry, making it more inclusive and consumer-centric.

When analyzing the distribution landscape, the lingerie market is segmented into offline and online sales channels. In 2023, the offline segment generated USD 3.9 billion and is anticipated to grow at a CAGR of 5.4% through 2032. Physical stores continue to

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dominate the industry, as many consumers prefer trying on lingerie before making a purchase. Specialty stores, department stores, and boutiques provide an in-depth shopping experience, allowing customers to receive personalized assistance and explore diverse styles and fits. Brick-and-mortar stores also facilitate brand loyalty by offering exclusive collections and promotional events that enhance customer engagement. However, with the rise of e-commerce, online platforms are rapidly gaining market share, driven by convenience, diverse product availability, and advanced sizing technologies.

The U.S. lingerie market was valued at USD 1.7 billion in 2023 and is expected to expand at a CAGR of 5.3% through 2032. The country's strong fashion industry, high consumer spending power, and presence of leading lingerie brands contribute to robust market growth. American consumers prioritize inclusivity, sustainability, and high-quality fabrics, pushing brands to continuously innovate in design, materials, and fit. The emergence of direct-to-consumer brands is revolutionizing the market by offering seamless online shopping experiences, subscription-based services, and AI-powered size recommendations. Additionally, the influence of body-positive campaigns and celebrity-backed lingerie lines is reinforcing the shift toward more diverse and comfortable lingerie collections, making the U.S. a key player in the global market landscape.

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