

Lingerie Market Revenues to Reach USD 121.01 billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled "[Lingerie Market Report \(2023-2028\)](#)," the market is estimated at USD 82.28 billion in 2023. It is expected to register a CAGR of 8.02% during the forecast period.

The innerwear and lingerie industry has been experiencing strong growth in recent years. Lingerie consumers are more concerned about dress and comfort, influenced by advertisements, movies, and social media, driving sales. The outlook toward lingerie has shifted from a necessity to fashion products that complement body features. Brands are lively expanding their product portfolios by launching new brands, mergers, acquisitions, and innovations.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 82.28 billion
Market Size (2028)	USD 121.01 billion
CAGR (2023-2028)	8.02%
Study Period	2018-2028
Fastest Growing Market	Asia-Pacific
Largest Market	Asia-Pacific
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	Demand for lingerie that complements body features.
	Expansion of product variations for comfort and fashion.
	Launch of plus-sized and inclusive lingerie options.

Who are the Top Companies in the Global Lingerie Market?

The lingerie market is highly fragmented and intensely competitive. The key industry participants operate across various geographies with wide-ranging product lines. They are directing their investment in new materials and design technology to cater to evolving consumer needs.

The significant players in the global lingerie market with the majority share in 2023 are,

- Hansbrands Inc.

- Jockey International Inc.
- Victoria's Secret & Co.
- Triumph International
- MAS Holdings
- Berkshire Hathaway Inc.
- Zivame
- PVH Corp.
- Aimer Group
- Wacoal Holdings Corp.

Other Reports That Might Be of Your Interest:

- [Erotic Lingerie Market Report](#) - The global erotic lingerie market size is expected to grow from USD 20.55 billion in 2023 to USD 28.47 billion by 2028, at a CAGR of 6.73% during the forecast period (2023-2028).
- [North America Lingerie Market Report](#) - The North American lingerie market size is estimated at USD 12.60 billion in 2023. It is expected to reach USD 15.73 billion by 2028, at a CAGR of 4.54% during the forecast period (2023-2028).

Key Highlights from the Global Lingerie Market Report:

Aggressive Marketing and Influential Endorsements

- To adapt to the fast-paced changes happening in the industry, market players are increasing their advertising and endorsement efforts. Consumers feel more connected to brands when endorsed by celebrities they admire.
- Aggressive marketing tactics by major players are expected to drive the growth of the lingerie market in the coming years.

Largest Consumer Base in Asia-Pacific

- Asia-Pacific is the largest market for lingerie. The sales of lingerie in the region are increasing, aided by growing e-commerce, rising disposable incomes, and changing consumer preferences.
- Manufacturers are introducing gender-fluid, body-inclusive, and vegan variants, targeting sustainability-conscious customers.

What are the Latest Developments in the Global Lingerie Market?

- In November 2022, Victoria's Secret & Co. acquired Adore Me Inc., a digitally native intimate brand. The acquisition will help the lingerie and beauty product retailer expand its online and offline audience.
- Triumph International (India) is one of the leading lingerie manufacturers globally. In May 2022, the company unveiled a new brand, Triumph, at the 12th Annual Triumph Fashion Show.
- In February 2022, MAS Holdings partnered with ByondXR to create virtual showrooms to enhance the retail experience.

Mordor Intelligence has Segmented the Global Lingerie Market Based on Product Type, Distribution Channel, and Geography.

- By Product Type (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Brassiere
 - Briefs
 - Other Product Types
- By Distribution Channel (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Supermarkets/Hypermarkets
 - Specialty Stores
 - Online Retail Stores
 - Other Distribution Channels
- By Geography (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - North America
 - United States
 - Canada
 - Mexico
 - Rest of North America
 - Europe
 - Germany
 - United Kingdom
 - France
 - Russia
 - Spain
 - Italy
 - Rest of Europe
 - Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - Rest of Asia-Pacific
 - South America
 - Brazil
 - Argentina
 - Rest of South America
 - Middle East & Africa
 - South Africa
 - United Arab Emirates
 - Rest of Middle East & Africa

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Global Lingerie Market Report \(2023-2028\)](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [Online Clothing Rental Market Report](#) - The online clothing rental market size is expected to grow from USD 1.66 billion in 2023 to USD 2.30 billion by 2028, at a CAGR of 6.79% during the forecast period (2023-2028).
- [Menswear Market Report](#) - The global menswear market is projected to register a CAGR of 5.89% over the next five years.
- [Luxury Perfume Market Report](#) - The global luxury perfume market is projected to register a CAGR of 6.2% over the next five years.

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.