

Intimate Wears Market Is Expected To Grow At a CAGR of 7.86% During Forecast Period, 2018-2025



Los Angeles, Nov 22, 2018 ([Issuewire.com](http://www.Issuewire.com)) - The new report published by QY Research which offers insights on the global Intimate Wear market. The Intimate Wear market has been experiencing steady growth graph since past years. During the 2017-2025 timeline, the global market for Intimate Wear is expected to reflect a 1.8x increase in revenue growth. In 2017 the global Intimate Wear market was valued at US\$ 165,225 Mn and by the end of the assessment year (2025), it is estimated to touch a value more than US\$ 302,664 Mn growing at a value CAGR of 7.86% throughout the period of forecast.

Global [Intimate Wear Market](#): Market Driver and Restraint

Intimate wear refers to the undergarments for men and women. Generally, visually appealing undergarments for women are termed as Lingerie. Change in women's perspective of intimate wear from a basic need to aspiration has changed the outlook of this market. Moreover, the category is a barometer of consumer buying pattern during the recession because it is a commodity business of necessities, such as legwear, socks, and most recently dual-purpose active wear.

Changes in lifestyle and demographic dividend, a rise in awareness of hygiene, and customization of product portfolios boost the intimate wear market. However, the prevalence of health conditions in shapewear users is anticipated to limit market growth. The fabric used to manufacture intimate wear is also enhanced and made more comfortable, thus offering promising opportunities for the market players.

Global Intimate Wear Market: Forecast by Type

Age groups consisting of buyers from different ages such as 13-17 years, 18-35 years, and 36 years & above. In 2017, men and women of the age 36 years & above generated more than half of the overall market revenue, owing to the large population base of this group coupled with their relatively higher spending capacity.

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Global Intimate Wear Market: Forecast by Application

Intimate apparel is sold through different channels such as mass merchandisers, mono-brand stores, specialized stores, and others. In 2017, across all regions, mass merchandisers segment comprising hypermarket and supermarkets accounted for around half of the overall sale of intimate wear and is projected to lead the market during the forecast period. The others segment, which includes street stores, variety stores, and the online channel is anticipated to be the fastest growing channel, with an estimated CAGR of 9.4%. Rise in internet penetration, tech-savvy consumers, and growth in the e-commerce market are the factors that drive the growth of the market.

Global Intimate Wear Market: Forecast by Region

Asia-Pacific emerged as a most potential market for intimate apparel owing to skilled labour, strong infrastructure, and low manufacturing cost. China is the major exporter of lingerie to North America and Europe. Increase in national per capita income has propelled the intimate wear sale in China. Moreover, the younger generation is investing a significant amount of time and money on their undergarments, which has a direct impact on market growth. Change in consumer perceptions and a comparatively under-penetrated market make women's lingerie a great opportunity for international brands in China.

Global Intimate Wear Market: Key Players

The top market players in the global intimate wear market include L Brand Inc., Berkshire Hathaway Inc., American Eagle Outfitters (Aerie), Hanes Brands Inc., Jockey International Inc., Triumph International Ltd., Hanky Panky Ltd., PVH Corporation, MAS Holdings Ltd., and Chantelle SA.

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