Online Lingerie Market in the US 2015-2019

Description: About Lingerie Market

Lingerie is a term used for women's innerwear. It originated from the French word 'linge' for linen. Though in French the term is used for both male and female undergarments, in English it is solely used for women innerwear. The fabric used for manufacturing lingerie is primarily nylon, satin, silk, polyester and laces. The term lingerie is predominantly used on behalf of undergarments which are fashionable and alluring. Novelty, evolving fashion landscape and rising need for comfort has resulted in heightened demand for lingerie across geographies. The concept of online lingerie stores with offers a wide range of international and private labels under one platform has only further improved the growth prospects for the lingerie industry as a whole.

The analysts forecast Online Lingerie market in the US to grow at a CAGR of 16.00 percent over the period 2014-2019.

Covered in this Report
The report covers the present scenario and the growth prospects of the Online Lingerie market in the US for the period 2015-2019. To calculate the market size, the report takes into account revenue generated from the online sales of lingerie to individual customers.

The report, the Online Lingerie market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the US Online Lingerie Market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Region
- US

Key Vendors
- Calvin Klein
- L Brands (Victoria's Secret)
- La Maison Lejaby
- Lise Charmel
- Wolf Lingerie

Other Prominent Vendors
- Bare Necessities
- Fredrick's of Hollywood
- Freshpair
- Hanes Brands
- HerRoom
- Warnaco Group

Market Drivers
- Increasing Smartphone Penetration
  - For a full, detailed list, view our report

Market Challenges
- Difficulty in Choosing Right Product
  - For a full, detailed list, view our report

Market Trends
- Launch of Online Stores by Top Brands
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

Contents:
1. Executive Summary
2. List of Abbreviations
3. Scope of the Report
3.1. Market Overview
3.2. Product Offerings
4. Market Research Methodology
4.1. Market Research Process
4.2. Research Methodology
5. Introduction
6. Market Landscape
6.1. Market Overview
6.2. Market Size and Forecast
6.3. Five Forces Analysis
7. Online Lingerie Market in the US: Value Chain
8. Types of Lingerie
9. Steps to Start Online Lingerie Stores
10. Segmentation of Online Lingerie Market in US by Product
11. Online Lingerie Market in US: Some Facts
12. Buying Criteria
13. Market Growth Drivers
14. Drivers and their Impact
15. Market Challenges
16. Impact of Drivers and Challenges
17. Market Trends
18. Trends and their Impact
19. Vendor Landscape
19.1. Competitive Scenario
19.1.1. Key News
19.3. Other Prominent Vendors
20. Key Vendor Analysis
20.1. American Eagle Outfitters
20.1.1. Key Facts
20.1.2. Business Overview
20.1.3. Business Segmentation
20.1.4. Geographic Segmentation by Revenue
20.1.5. Business Strategy
20.1.6. Key Information
20.1.7. SWOT Analysis
20.2. Calvin Klein
20.2.1. Key Facts
20.2.2. Business Overview
20.2.3. Business Segmentation by Revenue
20.2.4. Business Segmentation by Revenue 2012 and 2013
20.2.5. Geographical Segmentation by Revenue 2013
20.2.6. Business Strategy
20.2.7. Recent Developments
20.2.8. SWOT Analysis
20.3. L Brands
20.3.1. Key Facts
20.3.2. Business Overview
20.3.3. Business Segmentation by Revenue 2014
20.3.4. Business Segmentation by Revenue 2013 and 2014
20.3.5. Geographical Presence
20.3.6. Business Strategy
20.3.7. Recent Developments
20.3.8. SWOT Analysis
20.4. Triumph
20.4.1. Key Facts
20.4.2. Business Overview
20.4.3. Product Segmentation
20.4.4. Geographical Segmentation by Revenue 2013
20.4.5. Recent Developments
20.4.6. SWOT Analysis
21. Other Prominent Vendors
22. Other Reports in this Series
List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Online Lingerie Market in US 2014-2019 (US$ billion)
Exhibit 3: Online Lingerie Market in US: Value Chain
Exhibit 4: Categories of Lingerie by Fabric and Material
Exhibit 5: Evolution of Lingerie
Exhibit 6: Steps to Start Online Lingerie Stores
Exhibit 7: Segmentation of Online Lingerie Market in US by Product 2014
Exhibit 8: Online Lingerie Market in US: Some Facts
Exhibit 9: Distribution of Type of Bra based on Usage among US Women
Exhibit 10: Victoria's Secret: Business Strategies
Exhibit 11: Online Lingerie Market in US: Market Share
Exhibit 12: American Eagle: Business Segmentation
Exhibit 14: Calvin Klein: Business Segmentation by Revenue 2013
Exhibit 15: Calvin Klein: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 16: Calvin Klein: Geographical Segmentation by Revenue 2013
Exhibit 17: L Brands: Business Segmentation by Revenue 2014
Exhibit 18: L Brands: Business Segmentation by Revenue 2013 and 2014 (US$ million)
Exhibit 19: L Brands: Geographical Presence
Exhibit 20: Triumph: Product Segmentation 2013
Exhibit 21: Triumph: Geographical Segmentation by Revenue 2013

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3063690/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Online Lingerie Market in the US 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3063690/
Office Code: SCPLRPHX

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 2800</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ]Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: __________________________________________ Last Name: __________________________________________
Email Address: * _______________________________________
Job Title: __________________________________________
Organisation: _________________________________________
Address: ___________________________________________
City: _______________________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________________
Phone Number: _______________________________________
Fax Number: _________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World