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.

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