U.S. Market Study on Men's Underwear and Women's Lingerie: Driven by Proliferation of Modern Retail Format and Online Store during the Forecast Period

Description: Underwear, also known as intimate apparels, are worn next to skin and usually under other clothing. The five general types of underwear include regular briefs, boxer briefs, boxer shorts, trunks, and thongs. Lingerie is undergarments worn by women serve to enhance appearance and appeal and are considered highly fashionable. Five types of lingerie include brassiere, panty, sleepwear, shapewear, and daywear.

To understand and assess the opportunities in this market, the report is segmented into five sections, namely, market analysis by product type, price range, age group, size, and distribution channel. The report provides information about key trends, drivers, and restraints influencing the growth of the U.S. men's underwear and women's lingerie market. Impact analysis of key growth drivers and restraints, based on the weighted average model, is included in this report to better equip clients with crystal clear decision-making insights.

The report starts with an overview and introduction of the U.S. men's underwear and women's lingerie market and market segments. In the same section, PMR offers insights about the U.S. men's underwear and women's lingerie market performance in terms of value.

The men's underwear market is segmented as follows:

- By Category
- By Size
- By Price Range
- By Age group
- By Distribution Channel

On the basis of category, the market is segmented as follows:

- Regular brief
- Boxer brief
- Boxer shorts
- Trunks
- Thongs

Of these various segments, the boxer brief segment accounted for the highest value share in the U.S. men's underwear market in value and volume terms in 2014. The market is mainly driven by factors such as rising awareness regarding personal hygiene and changing lifestyle. Major trends observed in the U.S. men's underwear market include rising growth of functional underwear with features such as odor control, moisture management, fashionable waistband, and better support.

The report also comprises a section that analyzes the market on the basis of size and evaluates the market size in terms of value and volume for the forecast period.

On the basis of size, the market is segmented as follows:

- XS
- S
- M
- L
- XL
- XXL
- XXXL

On the basis of price range, the U.S. men's underwear market is segmented as follows:
Of these, the premium range segment revenue contribution is anticipated to expand at the highest CAGR during the forecast period.

The report also analyzes the market by age group and evaluates market size in terms of volume and value for the forecast period (2015-2021).

Age group covered in the report are as follows:

Age-group 15-25
Age-group 26-35
Age-group 36-45
Age-group 46-55
Age-group 56-65
Age-group 65+

Of the aforementioned segments, age-group 65+ is expected to dominate the market, accounting for 15.9% volume share of the overall market by the end of 2015 and is expected to remain dominant throughout the forecast period.

The report is also segmented by distribution channel in terms of value and volume for the forecast period (2015-2021).

Mass Merchant
Mono-brand Outlet
Pharmacy Store
Online Store
Others

This report profiles key market players, including Hanesbrands Inc., Philips-Van Heusen Corporation, American Eagle Outfitters Inc., Ralph Lauren Corporation, Jockey International Inc., and Gildan Activewear Inc.

The women's lingerie market is segmented as follows:

By Product Type
By Size
By Price Range
By Age group
By Distribution Channel

On the basis of product type, the market is segmented as follows:

Brassiere
Panty
Others (Shapewear, Daywear, and Sleepwear)

Of these, the brassiere segment accounted for the highest value share of the U.S. women's lingerie market in value and volume terms in 2014. The market is mainly driven by the proliferation of modern retail formats such as supermarkets, discount stores, and pharmacy stores, rising personal income of U.S. households, rising fashion consciousness, and change in lifestyle in the country. Major trends observed in the U.S. women's lingerie market include rising number of mergers and acquisitions and increasing trend of purchasing lingerie from mono-brand stores.

The report also comprises a section that analyzes the market on the basis of size and evaluates the market size in terms of value and volume for the forecast period.

On the basis of size, the market is segmented as follows:
Plus size segment is anticipated to expand at the highest CAGR during the forecast period.

On the basis of price range, the U.S. women’s lingerie market is segmented as follows:

Premium
Mid
Low

Of these, the premium range segment is expected to contribute 33.1% in value terms in U.S. women’s lingerie market by 2021.

The report also analyzes the market by age group and evaluates market size in terms of volume and value for the forecast period (2015-2021).

Age group covered in the report are as follows:

Age-group 15-25
Age-group 26-35
Age-group 36-45
Age-group 46-55
Age-group 56-65
Age-group 65+

Of the above segments, age-group 26-35 is expected to expand at a CAGR of 6.7% over the period 2015-2021.

The report is also segmented by distribution channel in value and volume terms for the forecast period (2015-2021).

Mass Merchant
Mono-brand Outlet
Pharmacy Store
Online Store
Others

The report contains a section with profiles of key players in the market, including Victoria’s Secret (L Brands), Calvin Klein, Fruit of the Loom (Berkshire Hathaway), Hanky Panky, Cass and Company, and Commando LLC.

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