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:
Large
Medium
Small
Plus

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.

Please Note: Table of Contents is available on request.
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: 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
Web Address: http://www.researchandmarkets.com/reports/3803289/
Office Code: SCH3CPNL

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) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
<td>USD 4900</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td></td>
<td>USD 7600</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
<td>USD 10600</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