

Men's and Women's Underwear and Sleepwear - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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The underwear market is in a state of change. Tried and true brands are still dominating, but newer start-ups and other online-only players are offering fresh alternatives and making inroads, especially among younger buyers. Men's increased engagement in the category is fueling the men's sector, while female-targeted brands are shifting away from marketing with a heavy dose of sexuality toward themes of empowerment, body positivity, and confidence.

This report looks at the following areas:

- Obesity epidemic substantiates need for extended sizes
- Brand not a key purchase driver
- Sleepwear sector is sleepy

The sleepwear market is a bit stagnant, in need of innovation to remind consumers how luxurious such items can be, especially if they can ensure a better night's sleep or worn for occasions other than sleeping. Hosiery is on the decline, with shapewear the primary bright spot.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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