

## **Bra Market is estimated to grow with a significant CAGR of 8.1% during the forecast period**

[Bra Market](#) size is US\$ 78.97 billion by 2030 with CAGR of 8.1%. A bra is a form-fitting piece of underwear that is worn to support or conceal the wearer's breasts. Women are the ones who use it the most. Bras are made for a variety of reasons, such as to increase a woman's breast size, to create cleavage, or for other stylish, design, or functional reasons. Modern innerwear is created from a variety of fabrics and patterns on the market. A bra is a fashionable piece of innerwear that is currently popular. Women can choose from a variety of clothing options on the market, and fashion trends change frequently. Key players are primarily concerned with staying current with industry trends and introducing new appealing styles in order to boost market growth.

The report " Global Bra Market, By Type (Padded Bra and Non-Padded Bra), By Application (Textile, Design, and Fashion), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Market Trends, Analysis, and Forecast till 2029"

### **Key Highlights:**

- In 2022, Cuup is a new bra company that has risen to Instagram fame in recent years for its unlined brassieres that promise to fit larger cup sizes just as well as smaller ones. Cuup has established an impressive cult following, whether it's because of the brand's simple-yet-sexy feel or because of the proprietary grading system (intended to more exactly imitate the natural contours of a body).

### **Analyst View:**

Leading market companies have introduced new products in markets such as sporty bras, seamless bras, multi-way bras, and nursing bras with a variety of designs and comfortable apparel. Consumers prefer to buy clothes on online channels, where they can seek discounts and other offers from online retailers, and the rise in online presence nowadays and adoption purchase in e-commerce has also played a significant role in market growth, as consumers prefer to buy clothes on online channels, where they can seek discounts and other offers from online retailers. Jockey is a prominent player in the bra business, and it has been releasing new bras with amazing features based on comfort and shapewear solutions. The corporation has a display marketing approach and leverages internet penetration to expand its online platforms.

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**Key Market Insights from the report:**

The Global Bra Market accounted for US\$ 36.51 billion in 2020 and is estimated to be US\$ 78.97 billion by 2030 and is anticipated to register a CAGR of 8.1%. The Global Bra Market report segments the market on the basis of type, application, and region.

- Based on Type, Global Bra Market is segmented into Padded Bra and Non-Padded Bra.
- Based on Application, Global Bra Market is segmented into Textile, Design, and Fashion.
- By Region, the Global Bra Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

### **Competitive Landscape & their strategies of Global Bra Market:**

Key players in the global bra market includes L Brands, Inc., Hanesbrands, Inc., The Phillips-Van Heusen Corporation, Berkshire Hathaway, Inc., Wacoal, Inc., Jockey International, Inc., Groupe Chantelle, Triumph International and Wolf Lingerie Limited

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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