

Top 6 Trends Driving Growth in Intimates



The lingerie industry has seen a significant shift over the past several years and continues to grow in 2021. DTC brands have disrupted the market, gunning for market share from legacy players who are fighting back with innovative products and customer experiences. Driving growth within this sector means addressing all the attributes your target consumer desires — whether that's high-quality fit, comfort-centric benefits like smoothing and wire-free, or connecting to consumers' values and social causes for more authentic brand experiences.

Here's a look at the top six trends driving growth in intimates today ...

1

INNOVATION IN COMFORT

The Plus One — Smoothing +37% 3ME June '21. Wire-free Support +33% 3ME June '21.

2

CHANGES IN SIZE

Given intimates are a necessity ... when sizes change, there's a need to replenish! 40% of women changed have sizes during the pandemic.

3

REEMERGENCE

Women need to update their wardrobes for reentry to both professional and personal worlds. We see glimmers of hope in underwire and shape: Underwire bras grew +5% in the 3 ME June '21.

4

ENGAGING WITH VALUES

These encompass inclusivity, female empowerment, diversity, and intimate apparel for personal expression. Updated basics in fashion colors and prints bring joy to intimates purchases.

5

PENT-UP DEMAND

Many consumers are doing well financially, with discretionary money to spend. They buy what they want when they want it — no promotions required. As an example, sales are growing for bras priced over \$70.

6

REJUVENATING THE LINGERIE DRAWER

As lives have changed dramatically, so have bra wardrobes. It's all about finding the right balance between wire-free, underwire, and sport.

Source: The NPD Group/Retail Tracking Service, 3ME June 2021

Want more insights like this?

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