

Leisurée on the Rise: Intimate Apparel in the U.S.



The potent wave of women's empowerment that has swept the U.S.—and much of the world—since 2017 has had deep ramifications for how women portray themselves. In this post #MeToo world, many things are being re-examined, including how women relate to brands and how those companies should communicate with their consumers. In a recent Euromonitor study, 21% of U.S. women reported that they are actively involved in political and social issues, and nearly one quarter like to be actively engaged with brands. It is unsurprising that the current atmosphere would create major shifts within the intimate apparel market. As the industry sees positive growth, traditional players are suffering, while disruptive new brands offer fresh messaging and better connect with modern consumers.

WHEN SEX DOESN'T SELL...



L Brands' Victoria's Secret is still the industry leader, with \$7.37B in sales last year. But those sales dropped by 16% from 2015 to 2018 and the stock has fallen more than 30% in 2019

Victoria's Secret still holds 24% market share, but that number has declined from 31.7% in 2013

Known for pure sex appeal, rather than comfort or inclusivity, Victoria's Secret has made major missteps in the current climate, culminating in the recent cancellation of its fashion show

...BUT COMFORT DOES

Sparked by the rise of athleisure and transitional clothing, sports bras for everyday have grown in popularity



6%

Sports bra sales grew 6% for the 12 months ending May 2019



1/3

Millennials devoted about one third of their bra budgets to sports bras last year

ASSESSING THE INTIMATE APPAREL MARKET

\$13.6B:

Current retail value size, with growth expected to reach **\$16.3B** in 2023



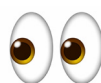
CELEBRITY TAKEOVER

Shapewear and bodysuits are also having a moment, they are now seen as accentuating natural shapes and adding to comfort. This trend has been further popularized by Kim Kardashian's new line, SKIMS

Rihanna's Savage X Fenty collection of intimate apparel has soared, raising approximately \$70M in investments and approaching \$150M in sales; the brand prides itself on body inclusivity

THE ONES TO WATCH

All growing DTC brands that are mastering fit through customer feedback:



- Thirdlove
- Lively
- Adore Me
- True & Co.
- Cuup

With greater size ranges and primarily DTC model, these brands are seeking to disrupt the market and offer consumers comfort and style

THE GLIMMER COMMUNITY: HOW SHE SHOPS

Two takeaways from our influencer community: they are open to shopping online, and Victoria's Secret is still the leading retailer. When asked where they purchase intimate apparel:

48% Online
(any retailer)

