

# Men & Women Undergarment Manufacturing Business.

## Innerwear Garments Industry.

**Manufacture of Regular Silk & Cotton Panties,  
Bikini Sets, Brasseries (Wired), Brasseries (Non  
Wired), Men's Briefs and Men's Baniyan.**

**Most Profitable Apparel Business Ideas to Start**



# Introduction

**Undergarments help to avoid soiling of outerwear are generally of two types: upper body and lower body garments, which cover the torso and waist and legs respectively. For undershirt, we include vest, sleeved vest and muscle vest. For briefs, we include regular briefs, trunks and boxer shorts. In winters, long underwear are preferred to provide extra warmth.**



**Undergarments commonly worn by women today include brassieres and knickers (known in the U.S. as panties), while men often wear briefs, boxer briefs or boxer shorts. Items commonly worn by both sexes include T-shirts, sleeveless shirts (also called singlets or tank tops), bikini underwear, thongs, and G-strings. Increasing awareness regarding health and fitness and personal hygiene among men is influencing them to use two fresh/clean sets of undergarments in a day.**



## Market Outlook

**Indian undergarment market by volume had grown at a compounded annual growth rate (CAGR) of 7% in the last 3 years. Population growth, increasing disposable incomes of consumers and the demand emanating more from women segment due to change in demographics influenced growth in demand.**

**The undergarment industry in India is highly fragmented. The bulk of the market, approximately 70%, is dominated by private label brands and small local or regional players. There is only a minimal garment market for women. Traditional sari serves this function and replaces sleep and leisure wear at home. Indian women have long regarded underwear as an accessory, not an everyday item.**

**However, the undergarment industry in India has recently seen rapid changes. The annual growth rate in this industry is close to 12% and this market is considered to be the most highly developed sector of the fashion industry. Soon, factors like growth in income level, preference for recognizable brands and rapid growth of retail chains are anticipated to increase the share of the underwear market that national brands control.**



# Undergarments

## Demand : Past and Future

Year	(Rs. in Billion)
1990-91	11.87
2000-01	39.80
2001-02	44.00
2002-03	48.30
2003-04	52.40
2004-05	56.90
2005-06	61.80
2006-07	67.20
2007-08	73.70
2008-09	80.10
2009-10	86.20
2010-11	95.00
2011-12	105.70
2012-13	112.50
2013-14	122.30
2014-15	133.70
2015-16	141.60
2016-17	148.10
2017-18	160.00
2018-19	178.50
2019-20	190.60
2024-25	265.30

**The innerwear industry in India holds immense growth potential and it is evident from the entry of large international brands in the Indian market in the last few years. A key factor characterizing the huge growth in the Indian innerwear market is the increasing size of the organized market and the declining share of the unorganized market resulting in growing independent brands taking charge of the market.**

**The Innerwear Category is one of the high growth categories in the apparel market and promises growth and innovation. The higher income, along with higher discretionary spending, growing fashion orientation of consumers and product innovations by the innerwear market have turned innerwear from a traditionally utilitarian item to an essential fashion requirement.**

**The current size of the Indian innerwear market is Rs. 15,870 crores (\$2.9 billion). The category is also growing at an impressive CAGR of 12 per cent and is expected to reach Rs. 27,900 crores (\$5.1 billion). The womens innerwear market, which is driven by value-added innerwear products, contributes around 60 per cent to the market.**

**The growth of the innerwear category is primarily centered in urban India. The trend towards Western outfits, combined with the demand for occasion and outfit-based innerwear, is acting as a boost for the market. Demand for innerwear with higher functionality and greater comfort is rising fast. The market for innerwear product variations like seamless intimates, plus size inner wear, body shape enhancers, etc., is burgeoning both in the metros and mini-metros.**



# Men's Innerwear Market

**The men's innerwear market, worth Rs. 6,330 crores (\$1.2 billion), is characterized by the presence of numerous Indian and international brands catering to different segments of the market. Though many fashion / apparel players have extended their existing brand labels in menswear to men's innerwear as well, the product recall of players with focus solely on innerwear products is comparatively higher.**

**The market is dominated by a large number of small-scale players making ~60-65 percent of the market fragmented and unorganized. However, the market segment is evolving gradually and moving towards organized retail.**

# **Women's Innerwear Market**

**On the basis of demographics, behavior traits, lifestyle activities and purchase patterns, the typical consumers of the women's innerwear market can be divided into three distinct categories: Urbane Enthusiasts, Exuberant Seekers and Thriving Homemakers.**

**The Indian innerwear market is primarily dominated by women's innerwear which accounts for 64 percent of the total innerwear market and it accounts for 15 percent of the total women's apparel market. Various product categories in women's innerwear are – brassieres, camisoles, panties, tees, nighties, shorts, etc. Brassieres and panties contribute 85 percent of the total women's innerwear segment.**

**Women's innerwear segment is poised to grow at an impressive growth rate of 12 percent over the next decade to reach Rs 56,364 crore by 2027 from current market size of Rs 18,454 crore.**

## **Women's Lingerie Market**

**Lingerie is a category of women's clothing including at least undergarments, sleepwear and lightweight robes. The specific choice of the word often is motivated by an intention to imply the garments are alluring, fashionable or both. Lingerie is made of lightweight, stretchy, smooth, sheer or decorative fabrics such as silk, satin, Lycra, charmeuse, chiffon or (especially and traditionally) lace. These fabrics can be made of natural fibres like silk or cotton or of synthetic fibres like polyester or nylon.**

**India lingerie market is projected to grow at a CAGR of over 24% during 2018-2023. Increasing demand from youth women population, increasing adoption of western culture & lifestyle and growing number of working women are aiding India lingerie market. Moreover, increasing expenditure on personal appearance and changing fashion trends in lingerie market are some of the other factors expected to propel demand for lingerie in India over the next five years.**

**It can be demonstrated by the product differentiation brought by the lingerie manufacturers over online and retail stores which is a key factor complementing the growth of the global lingerie market. Increasing demand from youth women population, increasing adoption of western culture & lifestyle, and growing number of working women are aiding the lingerie market. Also, increasing expenditure on personal appearance and changing fashion trends in lingerie market are some of the other factors expected to propel the demand for lingerie.**

**The lingerie market is segmented on the basis of product type into the bra, knickers and panties, loungewear, shapewear, and others. Bra segment holds the biggest share in the global market due to its indispensable usage. The knickers and panties segment is expected to make a significant contribution to the overall market as these are considered essential items of an attire. Also, in recent years, the development of technology to manufacture various types of bra and knickers has also increased. Adoption of the newly designed bras for cosmetic purpose is boosting the growth of lingerie market.**



## **Global Innerwear Market**

**The global innerwear market is driven by several factors, for instance rising demand for shapewear internationally, grooming awareness via social media such as Instagram, Facebook, and Twitter, increasing spending through online retailing, and awareness about predominant global fashion trends. These factors are projected to drive the innerwear market throughout the forecast period. Furthermore, manufacturers are enhancing their distribution channels to increase the sales. As a result, the market is estimated to witness the rising adoption of innerwear. However, various local players and unorganized players offer low cost products made of cheap quality materials which are uncomfortable to wear and also cause skin problems. This is estimated to restrain the innerwear market throughout the forecast period.**

## **Few Indian major players are as under:**

- **Archana Syntex Pvt. Ltd.**
- **Bhandari Hosiery Exports Ltd.**
- **Bodycare International Ltd.**
- **Creative Casuals (India) Pvt. Ltd.**
- **Dollar Industries Ltd.**
- **Lovable Lingerie Ltd**

# Machinery Photographs



**Bra Sponge Molding Machine**



**Sewing Machines**





**Automatic Bra Underwire End  
Painting Machine**

# Project at a Glance

PROJECT AT A GLANCE								( in lacs)
COST OF PROJECT				MEANS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total	
Land & Site Development Exp.	0.00	105.00	105.00	Capital	0.00	115.48	115.48	
Buildings	0.00	96.60	96.60	Share Premium	0.00	0.00	0.00	
Plant & Machineries	0.00	165.57	165.57	Other Type Share				
Motor Vehicles	0.00	8.00	8.00	Capital	0.00	0.00	0.00	
Office Automation Equipments	0.00	15.75	15.75	Reserves & Surplus	0.00	0.00	0.00	
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Cash Subsidy	0.00	0.00	0.00	
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00	
Preliminary & Pre-operative Exp	0.00	2.00	2.00	Long/Medium Term Borrowings	0.00	346.45	346.45	
Provision for Contingencies	0.00	16.00	16.00	Debentures / Bonds	0.00	0.00	0.00	
Margin Money - Working Capital	0.00	43.01	43.01	Unsecured Loans/Deposits	0.00	0.00	0.00	
<b>TOTAL</b>	<b>0.00</b>	<b>461.93</b>	<b>461.93</b>	<b>TOTAL</b>	<b>0.00</b>	<b>461.93</b>	<b>461.93</b>	

# Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	%		%		No.of Times	%
1-2	5.26	8.73	15.26	24.00	0.00	100.00	5.26	0.00	5.26	1.00	0.00
2-3	8.34	11.36	23.60	18.00	0.00	100.00	8.34	0.00	8.34	1.00	0.00
3-4	11.32	13.94	34.93	12.00	0.00	100.00	11.32	0.00	11.32	1.00	0.00
4-5	14.15	16.43	49.08	6.00	0.00	100.00	14.15	0.00	14.15	1.00	0.00
5-6	16.79	18.77	65.87	0.00	0.00	100.00	16.79	0.00	16.79	1.00	0.00

# Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.29	1.29		1.57	1.57	2.25	18.94%	9.79%	6.95%	524.79	60.11%	1.55	1.03	
2-3	1.62	1.45		0.76	0.76	1.26	21.87%	14.34%	9.46%	564.70	55.44%	1.67	1.33	
3-4	2.01	1.62	1.99	0.34	0.34	0.73	23.77%	17.47%	11.24%	644.24	55.35%	1.69	1.71	
4-5	2.45	1.80		0.12	0.12	0.43	24.99%	19.62%	12.48%	723.78	55.27%	1.63	2.15	
5-6	2.98	1.99		0.00	0.00	0.25	25.72%	21.06%	13.33%	803.32	55.21%	1.53	3.58	

# Project at a Glance

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	58.01%
Total BEP (% of Installed Capacity)	60.86%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	26.54%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	5.376

# Major Queries/Questions Answered in the Report?

- 1. What is Undergarments (Men and Women) Manufacturing industry ?**
- 2. How has the Undergarments (Men and Women) Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Undergarments (Men and Women) Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Undergarments (Men and Women) Manufacturing plant ?**

- 5. What is the structure of the Undergarments (Men and Women) Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Undergarments (Men and Women) Manufacturing Business?**
- 7. What are the operating costs for setting up Undergarments (Men and Women) Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Undergarments (Men and Women) Manufacturing plant ?**

**9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Undergarments (Men and Women) Manufacturing plant ?**

**10. What are the requirements of raw material for setting up Undergarments (Men and Women) Manufacturing plant ?**

**11. Who are the Suppliers and Manufacturers of Raw materials for setting up Undergarments (Men and Women) Manufacturing Business?**

**12. What is the Manufacturing Process of Undergarments (Men and Women)?**





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# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**



# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

## ***Scope of the Report***

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Undergarments (Men and Women).” provides an insight into Undergarments (Men and Women) market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Undergarments (Men and Women) project. The report assesses the market sizing and growth of the Indian Undergarments (Men and Women) Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Undergarments (Men and Women) sector in India along with its business prospects. Through this report we have identified Undergarments (Men and Women) project as a lucrative investment avenue.**

# Tags

How to Start an Undergarment Business, Ladies Undergarment, Underwear Manufacturing, Female Undergarments, Undergarments, Inner Garments, How to Start my Own Lingerie Business, Lingerie & Innerwear Business Opportunity in India, How to Start a Women's Underwear & Lingerie Business, How to Start Men & Women Undergarment Business, Undergarments (Men & Women) Manufacturing Plant, Ladies Undergarments Business in India, Underwear Industry, Undergarments Manufacturing Business Plan Pdf, Indian Innerwear Garments Industry, Starting an Underwear Business, Undergarments Industry in India, Undergarments Sector in India, Undergarments Manufacturing Project Report, Undergarment Business Plan, Undergarments Manufacturing, Undergarments Manufacturing Process, Raw Material for Undergarments, Undergarments Manufacturing Business Plan, Indian Innerwear Sector, Underwear and Lingerie Manufacture, Lingerie & Innerwear Business, Manufacturing of Hosiery Items (Undergarments for Men and Women), Hosiery Manufacturing Process, Regular Silk & Cotton Panties Manufacture, Bikini Sets Manufacturing Business, Brasseries (Wired) and Brasseries (Non Wired) Business, How to Start Briefs Men's Manufacturing Business, Baniyan Men's Manufacturing Business Plan Pdf, Process Flow Chart of Garments Manufacturing, Innerwear Business Opportunity in India, Men's Innerwear Business, Innerwear Manufacture, Report on Indian Innerwear Garments Industry, Hosiery Manufacturing Business,

Women's Innerwear Industry, Project Report on Undergarments Manufacturing Industry, Detailed Project Report on Women's Underwear Business, Project Report on Women's Underwear & Lingerie Business, Pre-Investment Feasibility Study on Undergarments Manufacturing, Techno-Economic feasibility study on Men's Innerwear Business, Feasibility report on Men's Innerwear Business, Free Project Profile on Women's Underwear & Lingerie Business, Project profile on Undergarments (Men and Women), Download free project profile on Undergarments Manufacturing Business, Men's and Women's Underwear, Apparel Business, How to Start a Clothing Manufacturing Business, Profitable Clothing Business Ideas & Opportunities, Women's Apparel Manufacture, Apparel Manufacture, Clothing Manufacture, Women's Clothing Manufacturing Industry, Ladies Garments Manufacturing Ideas in India, Garment and Textile Production, Apparel Manufacturing Industry, Ladies Garments, Garments Manufacture, Apparel Industry, Men's Clothing Manufacturing Industry, Men Wear Business Opportunity in India, Most Profitable Apparel Business Ideas to Start, Readymade Garment Manufacturing Project, Men's & Women's Apparel Manufacturing Industry

**Niir Project Consultancy Services (NPCS)  
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**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**



# Contact us

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# Niir PROJECT CONSULTANCY SERVICES

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## Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*





*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*



*We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.*



## What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
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- *Business Plan*
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## How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



# Our Approach

**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**



# Contact us

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