

Shapewear: Market Research and Consumer Preferences Analysis.

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- **Abstract:** From ancient time to now, women always desire to have an ideal body figure or shape. The body curves make them feel fit and gives them more self-confidence. Though regular workout with healthy foods can help women to frame proper body figure, the fast-paced lifestyle makes difficult to hold on to exercising. Hence women prefer to use shapewear to attain ideal body figure. This paper aims to identify the market tendency of shapewear products that are available to satisfy the consumer's needs and preferences. A total of 38 lingerie shops that offer shapewear products around Coimbatore locality are investigated in the study to gather information regarding shapewear market trend and product availability. For any woman who wants proper figure instantly, shapewear is the only key. Shapewear helps to reshape their bodies, flatten their bulges, lift what sags, and straightens their postures. An empirical study was conducted for about 200 women around Coimbatore locality to reveal the consumer preferences and need in shapewear category. The paper mainly focuses to improve the knowledge of consumers regarding available shapewear types and usage and also to help the designers, retailers and manufacturers of apparel industry to develop consumers' choice of shapewear.
- **Keywords:** consumers, designers, healthy foods, information regarding