

155,332

45,002

20,002

10,002

9,002

> E-Commerce

POP Fashion

Homewear Data Analysis



E-COMMERCE DATA

DATA
ANALYSIS

96%

56%

36%

26%

16%



Contents

This report analyzes data from the Amazon platform across four aspects: industry data, best-selling styles, noteworthy brands this month, and key element analysis, providing relevant cross-border businesses with development inspiration.

Data Notes:

Data Source: Conclusions are drawn from sales data of products listed on Amazon between August 19 and September 18. Due to structural reclassification and statistical methods, some data duplication may exist.

Basis for Best Sellers:

Best-selling style recommendations are based on items ranked within the top 100 in sales and possessing certain design reference value, carefully selected for their high attention potential.

Basis for Key Element Analysis:

Key element analysis selects representative and promising designs from best-selling items, extracts referenceable elements, and further expands to recommend more related styles.

PART 1 Industry Data

PART 2 Analysis of Best Sellers

PART 3 Brands to Watch

PART 4 Key Element Analysis

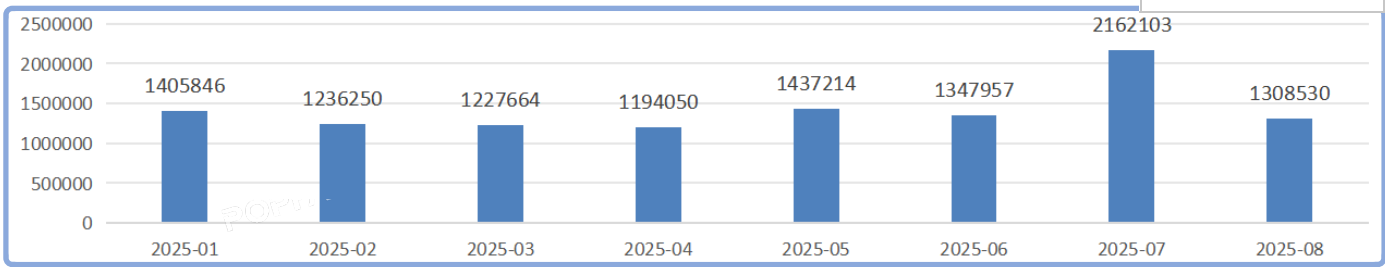


PART 1

Industry Data

Industry Data - Amazon Sales Overview Analysis for Homewear

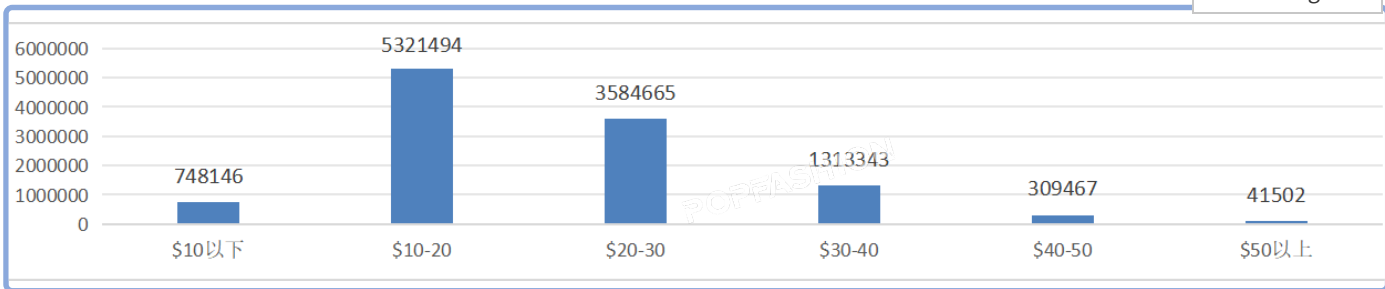
Overall Sales Trend



Overall Sales Analysis: Based on sales data from January to August 2025, the home wear category shows clear seasonal fluctuations. The first annual sales peak occurred in January (1,435,214 units), aligning with winter warmth needs; a smaller peak reappeared in May (1,347,957 units) for spring-summer transition; July reached the annual peak at 2,162,103 units, becoming the hottest selling period, reflecting a surge in demand for lightweight summer loungewear.

Sales dropped to 1,308,530 units in August, a 39.4% month-on-month decline, signaling the end of the summer peak

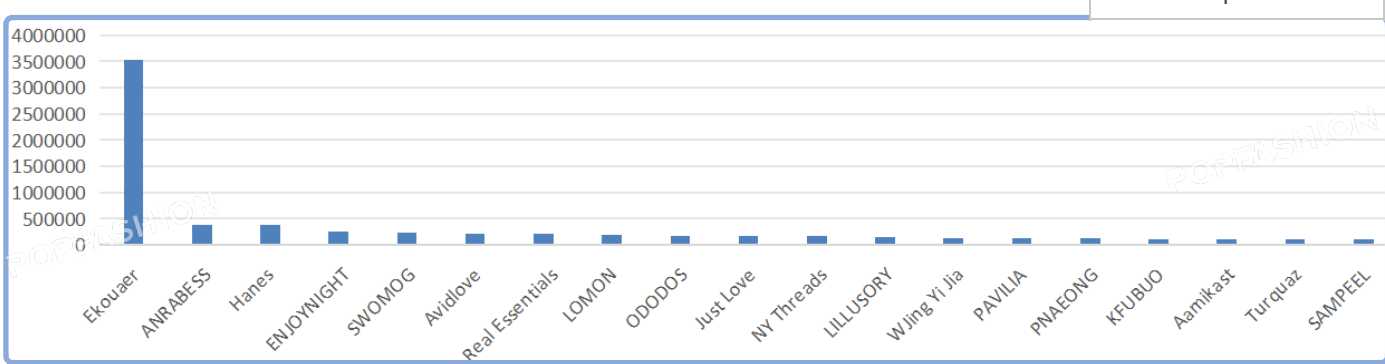
Price Range



Price Range Analysis: The \$10-\$20 price range dominates by a large margin (sales of approximately 5.32 million units), serving as the core consumer segment, reflecting most buyers' preference for high cost-performance. The \$20-\$30 price range (sales of about 3.58 million units) acts as an important supplement, meeting consumers with higher demands on fabric and design.

Notably, there remains substantial demand in the sub-\$10 low-price market (around 730,000 units), while mid-to-high-end segments above \$30 see significantly lower sales (\$30-\$40: approx. 1.31 million units; above \$50: only 40,000 units).

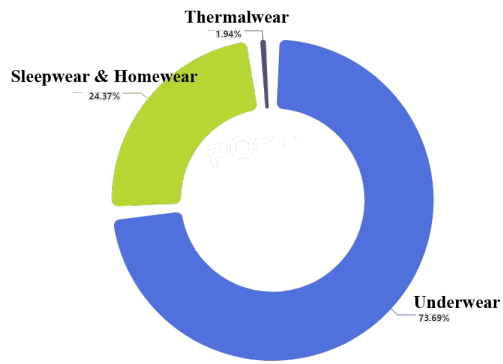
Brand Competitiveness



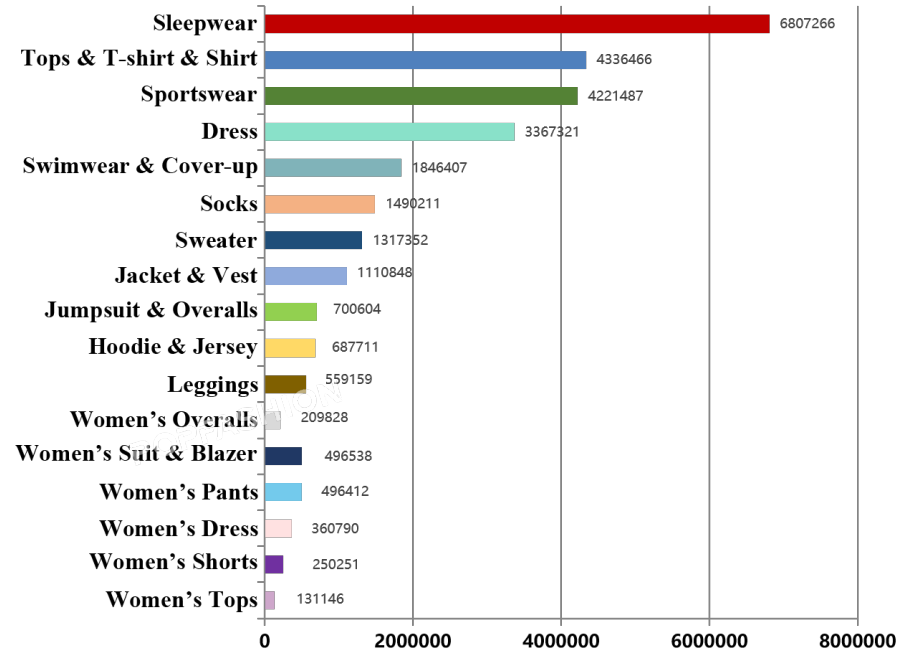
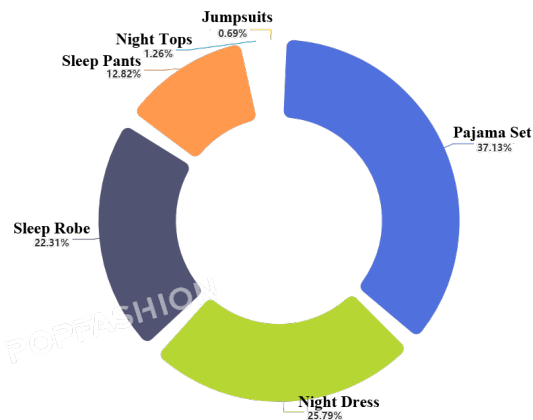
Brand Competitiveness Analysis : The home wear brand competition landscape exhibits a typical characteristic of concentration at the top and a long tail. Ekouaer leads significantly in sales (estimated over 3 million units), forming the first tier, indicating its products have established strong market recognition. AMBABESS, Hanes, ENJOYINGDIT, etc., make up the second tier (estimated below 500,000 units), securing stable market shares through cost-effectiveness and differentiated designs.

Industry Data - Women's Underwear/Loungewear Market Share in August

Amazon Underwear & Thermalwear & Pajama Share



Amazon Homewear Category Share



Analysis of Women's Apparel Market Status: In August, the underwear and sleepwear category dominated with 79.11% attention, highlighting consumers' core demand for home comfort.

Outerwear exhibited a dual-core structure, with tops/T-shirts/shirts (50.39%) and sportswear (49.06%) jointly driving main dressing scenarios, reflecting the growing emphasis on both daily commuting and healthy lifestyles. Dresses (39.13%) maintained steady demand as an important category, while seasonal items held relatively smaller shares.

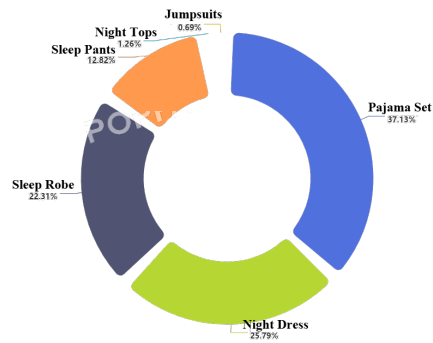
Loungewear Category Market Analysis: Pajama sets ranked first with 37.12% share, becoming the dominant category; nightgowns (25.79%) and robes (22.31%) followed in second and third place, collectively forming the core product matrix. Sleep pants accounted for 12.82%, while pajama tops (1.26%) and one-piece sleepwear (0.69%) had smaller shares, belonging to niche segments.

Data Insights: The market shows a clear 'inner-heavy, outer-simple' trend—consumers prioritize comfort and quality in home wear, while their needs for outerwear focus on versatile basic tops and functional sportswear. Brands are advised to deepen investment in the loungewear segment and seek differentiation through innovation in basic tops and sportswear categories.

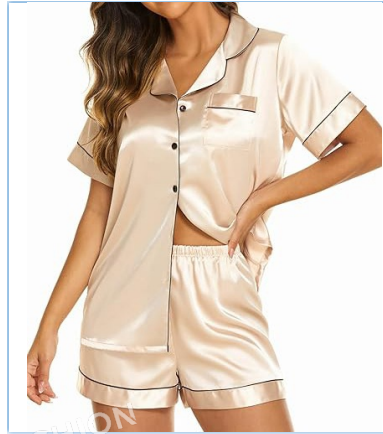
(Data collection period: 8.19-9.18)

Homewear Market Share & Staples

Amazon Loungewear Category Share



This month, the Amazon homewear category shows seasonal transition characteristics. Satin fabrics remain popular, but demand for cotton and knitted materials has significantly increased. Pajama sets are dominated by loose silhouettes paired with all-over floral and geometric prints. Nightgowns focus on spaghetti-strap silk and T-shirt-style cotton designs, with lace trims enhancing feminine details. Sleep pants show clear segmentation, with basic cotton styles coexisting with refined blended-fabric options. Plush robe styles are increasing, emphasizing warmth and bathrobe-style convenience. One-piece long loungewear has gained market share, with cartoon-inspired designs and deep V-neck lingerie styles developing in parallel, balancing fun and fashion. Overall designs integrate practical functionality with wearability outside the home.



Pajama Sets



Nightgown



Robes



Sleep Pants



Tops



Jumpsuit

(Data collection period: Aug 19 - Sep 18)



PART 2

Analysis of Best Sellers

Best-selling Pajama Sets

This month, best-selling pajama sets on Amazon continue to predominantly feature satin fabric. However, as the weather cools down, cotton, knitted, and other fabric types are increasingly appearing on the best-seller lists. In terms of design details, contrast-color binding remains a key element.



(Data collection period: 8.19-9.18)

Best-selling Nightgown

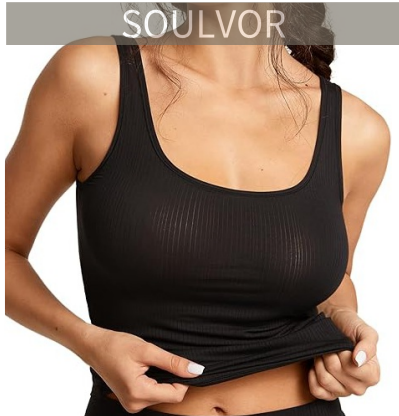
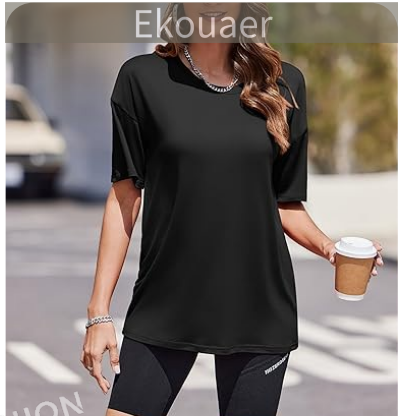
This month, the best-selling nightgowns on Amazon feature a minimalist style with solid colors and basic cuts, while incorporating classic pajama-style button-up designs. Sweet printed pieces showcase romantic patterns such as stars, moons, and flowers, highlighting a soft and feminine charm; sexy spaghetti strap styles emphasize alluring appeal through straps and lace details. The shorter lengths of these designs suit the Pre-Fall season, fully meeting diverse aesthetic preferences and ensuring a comfortable wearing experience.

Ekouaer  Price: \$17.99	Ekouaer  Price: \$24.99	Ekouaer  Price: \$19.99	Ekouaer  Price: \$11.38	Ekouaer  Price: \$19.99
Ekouaer  Price: \$18.99	CHICME  Price: \$9.99	ENJOYNIGHT  Price: \$14.99	Ekouaer  Price: \$19.99	PNAEONG  Price: \$36.99

(Data collection period: 8.19-9.18)

Best-selling Tops

This month, Amazon's best-selling pajama tops are dominated by basic T-shirt and tank top silhouettes, featuring soft cotton and modal fabrics that emphasize breathable, skin-friendly comfort for summer wear. The designs mostly feature loose cuts, balancing at-home comfort with stylish outerwear appeal.

 Latuza	 SOULVOR	 Ekouaer	 Cuddl Duds	 HUE
Price: \$19.99	Price: \$20.0	Price: \$14.99	Price: \$12.99	Price: \$12.6
 Latuza	 Latuza	 Latuza	 Latuza	 Fruit of the Loom
Price: \$29.99	Price: \$19.99	Price: \$10.99	Price: \$21.99	Price: \$8.76

(Data collection period: 8.19-9.18)

Best-selling Pants

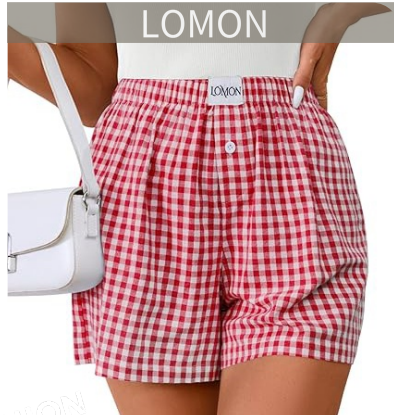
The bestselling pajama pants on Amazon show a polarization in design: one type is loose-fitting, basic cotton styles emphasizing comfort with elastic waistbands and practical functionality; the other features yarn-dyed blended fabrics, enhancing refinement through branded woven labels and minimalist stripe or check patterns, blurring the line between loungewear and casual wear, aligning with the athleisure trend.



Price: \$9.99



Price: \$14.99



Price: \$8.09



Price: \$22.99



Price: \$13.99



Price: \$23.99



Price: \$15.69



Price: \$14.99



Price: \$27.99



Price: \$19.99

(Data collection period: 8.19-9.18)

Best-selling Robes

This month, among the best-selling robe styles on Amazon, fleece designs are increasingly popular with the changing season. Most feature bathrobe silhouettes with waist tie designs for easy wear and removal. Key design elements to consider include fine plush textures and printed decorations.

Amazon Essentials  Price: \$22.8	PAVILIA  Price: \$29.9	Super Shopping-zone  Price: \$11.99	NY Threads  Price: \$23.99	Essentials  Price: \$19.9
Yurhap  Price: \$24.99	RONGTAI  Price: \$29.99	Polar Rabbit  Price: \$5.84	RONGTAI  Price: \$29.99	NY Threads  Price: \$23.99

(Data collection period: 8.19-9.18)

Best-selling Jumpsuits

Among the best-selling jumpsuits on Amazon this month, short-sleeve styles have decreased, while long-sleeve pieces are gradually increasing. Some pajamas feature cartoon-inspired designs, such as animal ears, adding a playful and cute touch. In addition, sensual-style jumpsuits occupy a significant share in this category. For neckline design, color-contrast V-necks are worth noting; deep V-necklines are not only fashionable but also more convenient for dressing and undressing.

Lacozy



Price: \$14.19

Forever Lazy



Price: \$39.99

MEOWCOS.COM



Price: \$69.99

#followme



Price: \$19.99

Free People



Price: \$56.0

Flygo



Price: \$39.98

#followme



Price: \$17.49

Sletend



Price: \$35.99

Somniumnight



Price: \$19.99

Victoria's Secret



Price: \$14.99

(Data collection period: 8.19-9.18)



PART 3

Brands to Watch

Recommended Brand -- Hanes

Hanes is a classic American brand specializing in underwear and loungewear, renowned for its exceptional comfort and practicality. The brand features a simple and timeless style, focusing on basic loose-fitting home sets and T-shirt sets, avoiding excessive embellishments and emphasizing fabric quality and wearing experience. Its design highlights include durable, high-quality cotton fabrics and improved tailored fits, while the iconic label



Recommended Brand -- Latuza

Latuza is a brand dedicated to comfortable and fashionable loungewear. Its products focus on simple and casual styles, skillfully using soft and skin-friendly fabrics such as cotton and modal, emphasizing practical cuts for everyday wear. The designs often feature fresh and vibrant color-blocking, delicate and elegant ruffled trims, and other details that add just the right amount of femininity to basic pieces, balancing home comfort with gentle aesthetics.



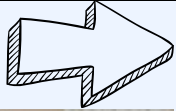


PART 4

Key Element Analysis

Key Silhouette -- Loose-Fit Homewear

Choose skin-friendly, breathable fabrics such as cotton blends or modal materials, which are soft to the touch and sweat-absorbent, keeping the body dry and comfortable during home activities, whether sitting for long periods or moving frequently. The loose-fit design features drop shoulders or batwing sleeves on the top, effectively concealing arm fat and creating a relaxed, casual vibe.



Detail Reference



Bestseller



BLOOMCHIC

Detail Reference

More Recommendations



Zimmerli



Free People



Free People



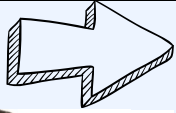
OYUNA



Intimissimi

Key Silhouette -- T-shirt Home Set

Using breathable and quick-drying cotton or cotton-spandex blended fabrics to ensure skin stays dry at all times, providing a comfortable experience even during extended wear without stuffiness or stickiness. The design primarily features basic T-shirts paired with casual shorts or long pants, incorporating bold patterns and colors, such as popular anime characters, artistic graffiti prints, or soft pastel macaron tones and vibrant contrasting color combinations, meeting diverse aesthetic preferences.



Detail Reference



Detail Reference

More Recommendations



SKIMS



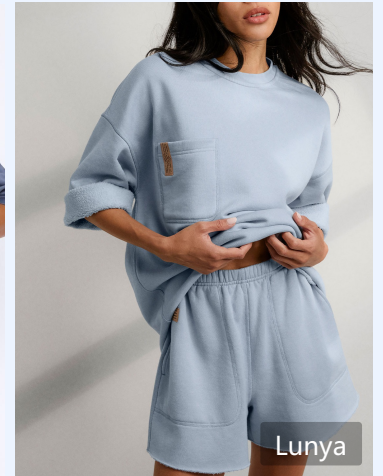
WHITE FOX



Yamamay



WHITE FOX



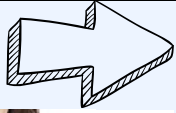
Lunya



Bestseller

Key Item -- Fleece Jumpsuit

Made from fleece fabric with fine, soft pile, offering a warm and skin-friendly touch. Loose one-piece cut allows unrestricted movement from head to toe, enabling the body to stretch freely. The hood usually features drawstrings for adjustable fit, enhancing warmth retention, while 3D ears or cute decorations on the hood add a playful touch.



Pattern Reference



Bestseller



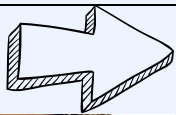
Detail Reference

More Recommendations



Key Item -- Bodycon Jumpsuit

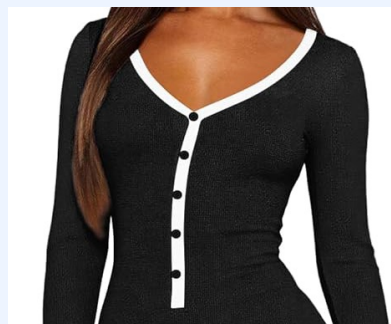
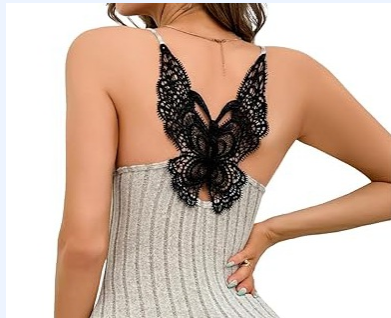
Neckline designs include crewneck, deep V-neck, etc. The crotch area features special paneling or snap-button closures for easy dressing and undressing in daily wear. The overall color scheme is mainly solid colors—black, white, and gray are classic and versatile, while some bright solid colors express bold individuality. Refined stitching and simple prints enhance the overall texture.



Detail Reference



Bestseller



Detail Reference

More Recommendations



Lounge



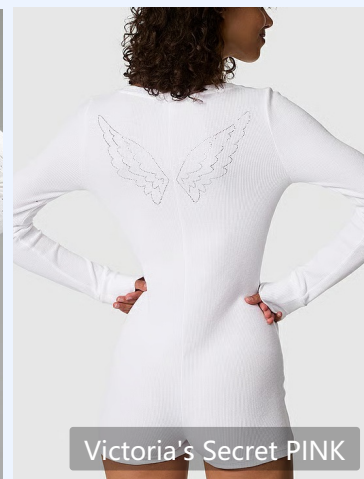
Undiz



Boux Avenue



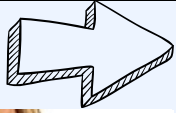
SKIMS



Victoria's Secret PINK

Key Details -- Color Blocking

Color blocking design breaks the monotony of solid-colored loungewear, standing out through strong visual contrast among countless products on e-commerce platforms. Applied at edges such as collars, cuffs, and hems, with widths controlled between 1-5 cm, it not only serves a decorative purpose but also enhances the garment's silhouette, elevating overall refinement.



Detail Reference



Staud

Detail Reference

More Recommendations



Hidden Butterfly



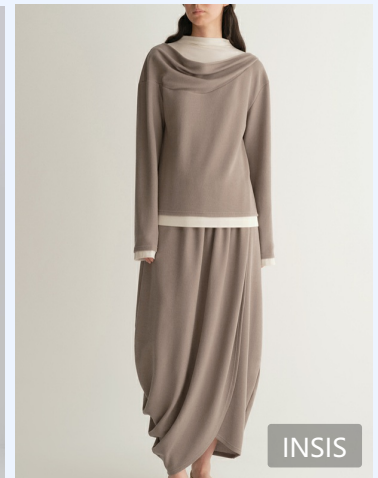
Free People



ELLE



ELLE



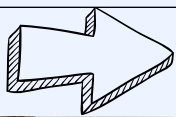
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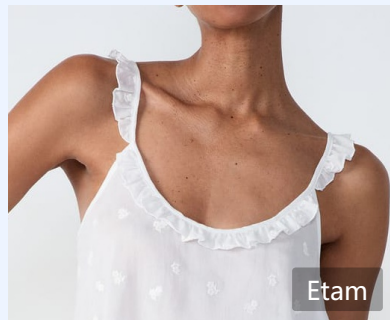
Bestseller

Key Details -- Ruffle Trim

Apply ruffles at the neckline, cuffs, or hem. Their primary function is to add soft layering, fluidity, and delicate romantic charm to simple loungewear. Ruffles instantly enhance the design appeal and perceived value of basic styles, meeting female consumers' emotional desire for "sweet" and "gentle" aesthetics.



Detail Reference



Bestseller



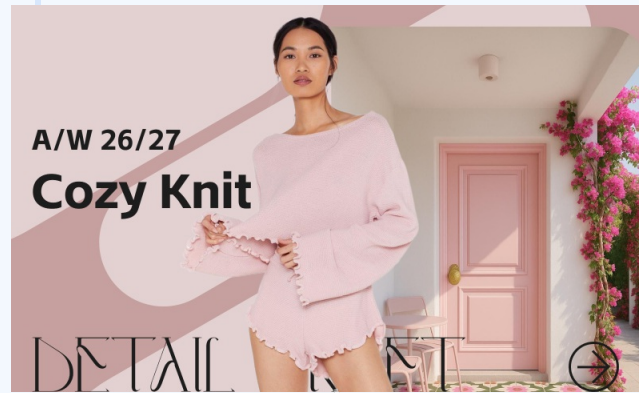
Detail Reference

More Recommendations



More Recommendations

Minimal Lady Homewear



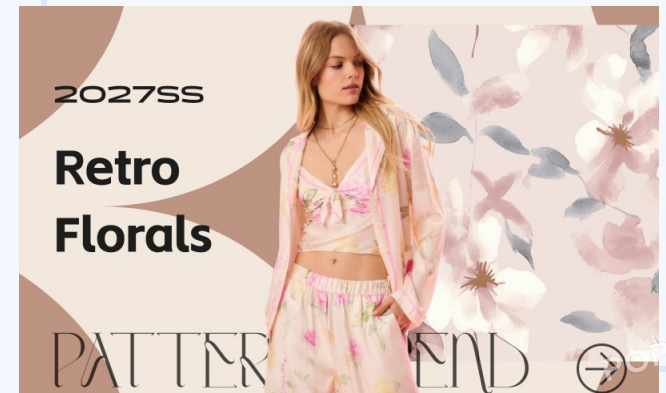
A/W 26/27
Cozy Knit

Cozy Knitting -- 26/27AW Women's Loungewear
Detail Craft Trend 🔗



CozyFit
LOUNGEWEAR

26/27AW Women's Loungewear Silhouette Trend:
CozyFit Style 🔗

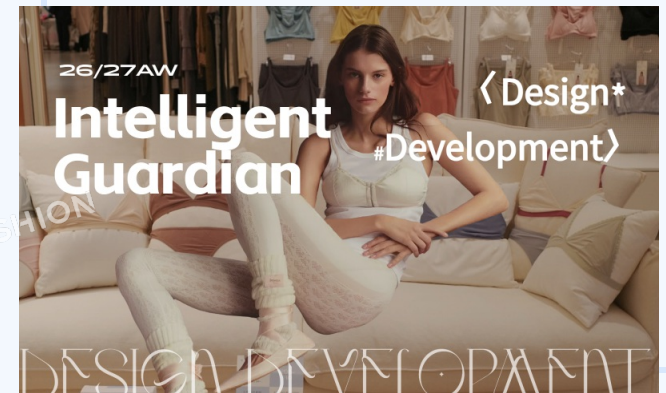


2027SS

**Retro
Florals**

PATTERN TREND 🔗

Retro Florals: S/S 2027 Women's Homewear Print Trend 🔗



26/27AW

**Intelligent
Guardian**

〈Design*
#Development〉

DESIGN DEVELOPMENT

Intelligent Guardian: A/W 26/27 Women's Underwear
& Loungewear Design Development 🔗

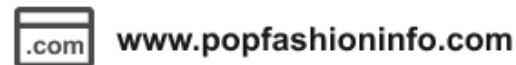
POPFASHION

INTELLIGENCE PROMOTES DESIGN TREND FORESEES FASHION

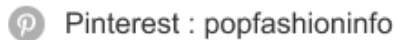
- Forward-looking insight promotes industrial upgradation. Trend reports offer in-depth design instructions.
- Fashion analysis makes data more valuable. Massive materials lead the development of popular products.



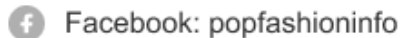
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