



Hosiery in Germany

January 2026

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Trend towards premium products

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Market polarisation, with some consumers turning to premium hosiery products

Non-sheer hosiery leads the market in 2025

Sheer hosiery benefits from fashion trends

WHAT'S NEXT?

Consumers look for premiumisation and sustainability

Non-sheer hosiery remains dominant

Sustainability and functionality to drive future growth

COMPETITIVE LANDSCAPE

Premium brands and private label drive market polarisation

No significant mergers or new product launches observed

CHANNELS

Online channel grows as brick-and-mortar remains preferred choice

Stability in retail landscape

Retail e-commerce drives sales with convenience and subscriptions

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Sustainability and technology drive hosiery innovation

Innovative brands focus on sustainable and customised products

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