

Women aged 18-24

Women aged 25-34

Women aged 35-44

Women aged 45-54

Women aged 55

Men shopping for their partners

Women shopping for themselves

Brides-to-be

Newlyweds

Expectant mothers

Women who have recently lost weight

Women who have recently gained weight

Fitness enthusiasts

Professional dancers

Models

Athletes

LGBTQ community

Couples looking to spice up their relationship

Women with a lingerie fetish

Women who prioritize comfort over style

Women who prioritize style over comfort

Women who prefer sustainable and eco-friendly options

Women with a high disposable income

Women on a budget

Women who prioritize support and functionality

Women who prioritize aesthetics and design

Women with specific body types (e.g. petite, plus-size, tall)

Women who prefer classic and timeless styles

Women who prefer trendy and edgy styles

Women who prefer minimalistic designs

Women who prefer bold and colorful designs

Women who prioritize ethical and fair trade practices

Women who enjoy luxury and designer lingerie brands

Women who prefer mainstream and affordable brands

Women who prioritize sustainable and ethical manufacturing practices

Women who prioritize inclusivity and diversity in brand offerings

Women who prioritize body positivity and self-love messaging

Women who prioritize functionality and versatility in their lingerie

Women who prioritize romantic and sensual styles

Women who prioritize practical and everyday wear

Women who prefer vintage and retro-inspired lingerie

Women who prioritize comfort and support during pregnancy and nursing

Women who prioritize performance and durability for active lifestyles

Women who prefer high-tech and innovative lingerie materials

Women who prefer natural and organic lingerie materials

Women who prioritize affordability and value for money

Women who prefer high-end and premium lingerie brands

Women who prioritize customization and personalized lingerie options

Women who prefer traditional and classic lingerie styles

Women who prioritize sustainability and environmental impact in their purchasing decisions