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The inner and comfortwear market is projected to be valued at Rs 91,306 crore in 2025, growing at a CAGR of 12.1% between 2023-25, with innerwear accounting for over 80% of this market. One of the key drivers of this substantial growth is innovation as brands continuously push the boundaries of design, comfort, and technology. From moisture-wicking fabrics and seamless designs to eco-friendly materials and inclusive sizing, the innerwear industry is embracing innovation to enhance the wearer's experience...

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