

# **Pajamas Market By Product Type (Casual Pajamas, Luxury Pajamas) , By Material (Cotton, Silk, Flannel, Others) By End User (Men, Women, Children) By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Departmental Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034**

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## **Abstracts**

### **Pajamas Market**

The pajamas market was valued at \$15.5 billion in 2023 and is projected to reach \$23.4 billion by 2034, growing at a CAGR of 3.9% from 2024 to 2034.

A pajama is a form of clothing that serves as a nightwear or lounging garment. It is usually designed from soft cloth materials which provide comfort to an individual. There are different varieties of pajamas available for individuals such as sleepshirts, nightgowns, button down, and onesies. The materials most commonly used to create pajamas include cotton, silk, satin, fleece, and polyester.

Increase in awareness regarding the necessity of quality sleep has boosted the demand for breathable and soft pajamas, hence driving the growth of the market. In addition, major transformations in lifestyle post the COVID-19 pandemic have augmented the pajamas market development owing to people's preference for staying at home and relaxing. The trend of launching seasonal collections and sustainable clothing is currently dominating the pajamas market. With increasing concerns related to environmental impact, loungewear designed from eco-friendly materials and created through ethical practices is attracting several consumers. Moreover, introducing novel

designs as per changing seasons that cater to weather requirements are gaining prominence.

However, the pajamas market growth is hampered due to fluctuations in sales as the demand surges during holiday seasons and declines considerably during off-seasons. Moreover, the market remains highly dynamic owing to gradually changing fashion trends, posing challenges for the manufacturers to cater to the latest preferences. On the contrary, the integration of technology into clothing to create smart fabrics is poised to present lucrative opportunities for the pajama market. The key properties of these fabrics such as water resistance, anti-microbial properties, and temperature regulation make them ideal for designing pajamas, hence opening avenues for the market.

### Segment Review

The pajamas market is segmented into product type, material, end user, distribution channel, and region. On the basis of product type, the market is bifurcated into casual pajamas and luxury pajamas. Depending on material, it is divided into cotton, silk, flannel, and others. By end user, it is classified into men, women, and children. As per distribution channel, it is categorized into supermarkets/hypermarkets, specialty stores, departmental stores, online sales channel, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

On the basis of product type, the casual pajamas segment dominated the market in 2023.

Depending on material, the cotton segment was the highest shareholder in 2023.

By end user, the women segment acquired a high stake in the market in 2023.

As per distribution channel, the departmental stores segment held a high share of the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

### Competition Analysis

The major players of the global pajamas market include Victoria's Secret & Co.,

Hanesbrands Inc., Ralph Lauren Corporation, Calvin Klein, Gap Inc., L.L. Bean, some intimates, Marks & Spencer, Jockey International, Inc., and Tommy Hilfiger Corporation. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Consumer Buying Behavior Analysis

Market share analysis of players by products/segments

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Product Consumption Analysis

## Key Market Segments

### By Product Type

Casual Pajamas

Luxury Pajamas

### By Material

Cotton

Silk

Flannel

Others

### By End User

Men

Women

Children

### By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Departmental Stores

Online Sales Channel

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Victoria's Secret & Co.

Hanesbrands Inc.

Ralph Lauren Corporation

Calvin Klein

Gap Inc.

L.L. Bean

soma intimates

Marks & Spencer

Jockey International, Inc.

Tommy Hilfiger Corporation

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