

# Decorative Pillow Industry Research Report 2023

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## Abstracts

Decorative Pillow is designed to be colourful and garnishing to serves as both an aesthetic object and a functional pillow. Decorative pillow is often used to decorate rooms while tying in colour accents within. It can be placed on a sofa, bed, carpet, etc.

### Highlights

The global Decorative Pillow market is projected to reach US\$ million by 2029 from an estimated US\$ million in 2023, at a CAGR of % during 2024 and 2029.

Decorative Pillow contains polyester pillow, foam pillow, cotton pillow, down & feather pillow and others.

Decorative Pillows industry concentration is extremely low. Most vendors' market share are less than 1%. Hollander has a relatively higher market share of nearly 2%.

### Report Scope

This report aims to provide a comprehensive presentation of the global market for Decorative Pillow, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Decorative Pillow.

The Decorative Pillow market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Decorative Pillow market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The

influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Decorative Pillow manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

### Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2018-2023. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Hollander

Caldeira

IKEA

Jaipur Living

Paradise Pillow

Square Feathers

Standard Fiber

Lili Alessandra

Surya

Lacefield Designs

Huddleson

Nitori

Ryohin Keikaku (MUJI)

Liv Heart

Luolai

Shenzhen Fuanna Bedding Co

Hangzhou Huafang Fabric Co

## Product Type Insights

Global markets are presented by Decorative Pillow type, along with growth forecasts through 2029. Estimates on sales and revenue are based on the price in the supply chain at which the Decorative Pillow are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

## Decorative Pillow segment by Type

Polyester

Foam

Cotton

Down & Feather

Others

### Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the Decorative Pillow market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Decorative Pillow market.

### Decorative Pillow segment by Application

Indoor

Outdoor

### Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2021 because of the base year, with estimates for 2023 and forecast revenue for 2029.

North America

United States

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Decorative Pillow market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

## Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Decorative Pillow market, and introduces in detail the market share, industry ranking, competitor ecosystem, market

performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Decorative Pillow and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Decorative Pillow industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Decorative Pillow.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Decorative Pillow manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and

acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Decorative Pillow by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Decorative Pillow in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

## Frequently Asked Questions

Which product segment grabbed the largest share in the Product Name market?

How is the competitive scenario of the Product Name market?

Which are the key factors aiding the Product Name market growth?



Which are the prominent players in the Product Name market?

Which region holds the maximum share in the Product Name market?

What will be the CAGR of the Product Name market during the forecast period?

Which application segment emerged as the leading segment in the Product Name market?

What key trends are likely to emerge in the Product Name market in the coming years?

What will be the Product Name market size by 2028?

Which company held the largest share in the Product Name market?

## Contents

### LIST OF TABLES

Table 1. Secondary Sources

Table 2. Primary Sources

Table 3. Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)

Table 4. Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)

Table 5. Global Decorative Pillow Volume and Revenue Market Size and CAGR of Manufacturers (2018 Versus 2022)

Table 6. Global Decorative Pillow Sales (K Units) of Manufacturers (2018-2023)

Table 7. Global Decorative Pillow Sales Market Share by Manufacturers (2018-2023)

Table 8. Global Decorative Pillow Revenue of Manufacturers (2018-2023)

Table 9. Global Decorative Pillow Revenue Share by Manufacturers (2018-2023)

Table 10. Global Market Decorative Pillow Average Price (USD/Unit) of Manufacturers (2018-2023)

Table 11. Global Decorative Pillow Industry Ranking, 2021 VS 2022 VS 2023

Table 12. Global Manufacturers of Decorative Pillow, Product Type & Application

Table 13. Global Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Global Decorative Pillow by Manufacturers Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue of 2022)

Table 15. Manufacturers Mergers & Acquisitions, Expansion Plans)

Table 16. Hollander Company Information

Table 17. Hollander Business Overview

Table 18. Hollander Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 19. Hollander Decorative Pillow Product Portfolio

Table 20. Hollander Recent Developments

Table 21. Caldeira Company Information

Table 22. Caldeira Business Overview

Table 23. Caldeira Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 24. Caldeira Decorative Pillow Product Portfolio

Table 25. Caldeira Recent Developments

Table 26. IKEA Company Information

Table 27. IKEA Business Overview

Table 28. IKEA Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 29. IKEA Decorative Pillow Product Portfolio

Table 30. IKEA Recent Developments

Table 31. Jaipur Living Company Information

Table 32. Jaipur Living Business Overview

Table 33. Jaipur Living Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 34. Jaipur Living Decorative Pillow Product Portfolio

Table 35. Jaipur Living Recent Developments

Table 36. Paradise Pillow Company Information

Table 37. Paradise Pillow Business Overview

Table 38. Paradise Pillow Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 39. Paradise Pillow Decorative Pillow Product Portfolio

Table 40. Paradise Pillow Recent Developments

Table 41. Square Feathers Company Information

Table 42. Square Feathers Business Overview

Table 43. Square Feathers Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 44. Square Feathers Decorative Pillow Product Portfolio

Table 45. Square Feathers Recent Developments

Table 46. Standard Fiber Company Information

Table 47. Standard Fiber Business Overview

Table 48. Standard Fiber Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 49. Standard Fiber Decorative Pillow Product Portfolio

Table 50. Standard Fiber Recent Developments

Table 51. Lili Alessandra Company Information

Table 52. Lili Alessandra Business Overview

Table 53. Lili Alessandra Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 54. Lili Alessandra Decorative Pillow Product Portfolio

Table 55. Lili Alessandra Recent Developments

Table 56. Surya Company Information

Table 57. Surya Business Overview

Table 58. Surya Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 59. Surya Decorative Pillow Product Portfolio

Table 60. Surya Recent Developments

Table 61. Lacefield Designs Company Information

- Table 62. Lacefield Designs Business Overview
- Table 63. Lacefield Designs Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 64. Lacefield Designs Decorative Pillow Product Portfolio
- Table 65. Lacefield Designs Recent Developments
- Table 66. Huddleson Company Information
- Table 67. Huddleson Business Overview
- Table 68. Huddleson Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 69. Huddleson Decorative Pillow Product Portfolio
- Table 70. Huddleson Recent Developments
- Table 71. Nitori Company Information
- Table 72. Nitori Business Overview
- Table 73. Nitori Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 74. Nitori Decorative Pillow Product Portfolio
- Table 75. Nitori Recent Developments
- Table 76. Ryohin Keikaku (MUJI) Company Information
- Table 77. Ryohin Keikaku (MUJI) Business Overview
- Table 78. Ryohin Keikaku (MUJI) Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 79. Ryohin Keikaku (MUJI) Decorative Pillow Product Portfolio
- Table 80. Ryohin Keikaku (MUJI) Recent Developments
- Table 81. Liv Heart Company Information
- Table 82. Liv Heart Business Overview
- Table 83. Liv Heart Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 84. Liv Heart Decorative Pillow Product Portfolio
- Table 85. Liv Heart Recent Developments
- Table 86. Luolai Company Information
- Table 87. Luolai Business Overview
- Table 88. Luolai Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 89. Luolai Decorative Pillow Product Portfolio
- Table 90. Luolai Recent Developments
- Table 91. Shenzhen Fuanna Bedding Co Company Information
- Table 92. Shenzhen Fuanna Bedding Co Business Overview
- Table 93. Shenzhen Fuanna Bedding Co Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

- Table 94. Shenzhen Fuanna Bedding Co Decorative Pillow Product Portfolio
- Table 95. Shenzhen Fuanna Bedding Co Recent Developments
- Table 96. Hangzhou Huafang Fabric Co Company Information
- Table 97. Hangzhou Huafang Fabric Co Business Overview
- Table 98. Hangzhou Huafang Fabric Co Decorative Pillow Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 99. Hangzhou Huafang Fabric Co Decorative Pillow Product Portfolio
- Table 100. Hangzhou Huafang Fabric Co Recent Developments
- Table 101. Global Decorative Pillow Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029
- Table 102. Global Decorative Pillow Sales by Region (2018-2023) & (K Units)
- Table 103. Global Decorative Pillow Sales Market Share by Region (2018-2023)
- Table 104. Global Decorative Pillow Sales by Region (2024-2029) & (K Units)
- Table 105. Global Decorative Pillow Sales Market Share by Region (2024-2029)
- Table 106. Global Decorative Pillow Revenue by Region (2018-2023) & (US\$ Million)
- Table 107. Global Decorative Pillow Revenue Market Share by Region (2018-2023)
- Table 108. Global Decorative Pillow Revenue by Region (2024-2029) & (US\$ Million)
- Table 109. Global Decorative Pillow Revenue Market Share by Region (2024-2029)
- Table 110. North America Decorative Pillow Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)
- Table 111. North America Decorative Pillow Sales by Country (2018-2023) & (K Units)
- Table 112. North America Decorative Pillow Sales by Country (2024-2029) & (K Units)
- Table 113. North America Decorative Pillow Revenue by Country (2018-2023) & (US\$ Million)
- Table 114. North America Decorative Pillow Revenue by Country (2024-2029) & (US\$ Million)
- Table 115. Europe Decorative Pillow Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)
- Table 116. Europe Decorative Pillow Sales by Country (2018-2023) & (K Units)
- Table 117. Europe Decorative Pillow Sales by Country (2024-2029) & (K Units)
- Table 118. Europe Decorative Pillow Revenue by Country (2018-2023) & (US\$ Million)
- Table 119. Europe Decorative Pillow Revenue by Country (2024-2029) & (US\$ Million)
- Table 120. Asia Pacific Decorative Pillow Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)
- Table 121. Asia Pacific Decorative Pillow Sales by Country (2018-2023) & (K Units)
- Table 122. Asia Pacific Decorative Pillow Sales by Country (2024-2029) & (K Units)
- Table 123. Asia Pacific Decorative Pillow Revenue by Country (2018-2023) & (US\$ Million)
- Table 124. Asia Pacific Decorative Pillow Revenue by Country (2024-2029) & (US\$

Million)

Table 125. Latin America Decorative Pillow Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 126. Latin America Decorative Pillow Sales by Country (2018-2023) & (K Units)

Table 127. Latin America Decorative Pillow Sales by Country (2024-2029) & (K Units)

Table 128. Latin America Decorative Pillow Revenue by Country (2018-2023) & (US\$ Million)

Table 129. Latin America Decorative Pillow Revenue by Country (2024-2029) & (US\$ Million)

Table 130. Middle East and Africa Decorative Pillow Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 131. Middle East and Africa Decorative Pillow Sales by Country (2018-2023) & (K Units)

Table 132. Middle East and Africa Decorative Pillow Sales by Country (2024-2029) & (K Units)

Table 133. Middle East and Africa Decorative Pillow Revenue by Country (2018-2023) & (US\$ Million)

Table 134. Middle East and Africa Decorative Pillow Revenue by Country (2024-2029) & (US\$ Million)

Table 135. Global Decorative Pillow Sales by Type (2018-2023) & (K Units)

Table 136. Global Decorative Pillow Sales by Type (2024-2029) & (K Units)

Table 137. Global Decorative Pillow Sales Market Share by Type (2018-2023)

Table 138. Global Decorative Pillow Sales Market Share by Type (2024-2029)

Table 139. Global Decorative Pillow Revenue by Type (2018-2023) & (US\$ Million)

Table 140. Global Decorative Pillow Revenue by Type (2024-2029) & (US\$ Million)

Table 141. Global Decorative Pillow Revenue Market Share by Type (2018-2023)

Table 142. Global Decorative Pillow Revenue Market Share by Type (2024-2029)

Table 143. Global Decorative Pillow Price by Type (2018-2023) & (USD/Unit)

Table 144. Global Decorative Pillow Price by Type (2024-2029) & (USD/Unit)

Table 145. Global Decorative Pillow Sales by Application (2018-2023) & (K Units)

Table 146. Global Decorative Pillow Sales by Application (2024-2029) & (K Units)

Table 147. Global Decorative Pillow Sales Market Share by Application (2018-2023)

Table 148. Global Decorative Pillow Sales Market Share by Application (2024-2029)

Table 149. Global Decorative Pillow Revenue by Application (2018-2023) & (US\$ Million)

Table 150. Global Decorative Pillow Revenue by Application (2024-2029) & (US\$ Million)

Table 151. Global Decorative Pillow Revenue Market Share by Application (2018-2023)

Table 152. Global Decorative Pillow Revenue Market Share by Application (2024-2029)



Table 153. Global Decorative Pillow Price by Application (2018-2023) & (USD/Unit)

Table 154. Global Decorative Pillow Price by Application (2024-2029) & (USD/Unit)

Table 155. Key Raw Materials

Table 156. Raw Materials Key Suppliers

Table 157. Decorative Pillow Distributors List

Table 158. Decorative Pillow Customers List

Table 159. Decorative Pillow Industry Trends

Table 160. Decorative Pillow Industry Drivers

Table 161. Decorative Pillow Industry Restraints

Table 162. Authors 12. List of This Report

## List Of Figures

### LIST OF FIGURES

Figure 1. Research Methodology

Figure 2. Research Process

Figure 3. Key Executives Interviewed

Figure 4. Decorative Pillow Product Picture

Figure 5. Global Decorative Pillow Revenue (US\$ Million), 2018 VS 2022 VS 2029

Figure 6. Global Decorative Pillow Market Size (2018-2029) & (US\$ Million)

Figure 7. Global Decorative Pillow Sales (2018-2029) & (K Units)

Figure 8. Global Decorative Pillow Average Price (USD/Unit) & (2018-2029)

Figure 9. Polyester Product Picture

Figure 10. Foam Product Picture

Figure 11. Cotton Product Picture

Figure 12. Down & Feather Product Picture

Figure 13. Others Product Picture

Figure 14. Indoor Product Picture

Figure 15. Outdoor Product Picture

Figure 16. Global Decorative Pillow Revenue Share by Manufacturers in 2022

Figure 17. Global Manufacturers of Decorative Pillow, Manufacturing Sites & Headquarters

Figure 18. Global Manufacturers of Decorative Pillow, Date of Enter into This Industry

Figure 19. Global Top 5 and 10 Decorative Pillow Players Market Share by Revenue in 2022

Figure 20. Manufacturers Type (Tier 1, Tier 2, and Tier 3): 2018 VS 2022

Figure 21. Global Decorative Pillow Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029

Figure 22. Global Decorative Pillow Sales by Region in 2022

Figure 23. Global Decorative Pillow Revenue by Region in 2022

Figure 24. North America Decorative Pillow Market Size by Country in 2022

Figure 25. North America Decorative Pillow Sales Market Share by Country (2018-2029)

Figure 26. North America Decorative Pillow Revenue Market Share by Country (2018-2029)

Figure 27. United States Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 28. Canada Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)



Figure 29. Europe Decorative Pillow Market Size by Country in 2022

Figure 30. Europe Decorative Pillow Sales Market Share by Country (2018-2029)

Figure 31. Europe Decorative Pillow Revenue Market Share by Country (2018-2029)

Figure 32. Germany Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 33. France Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 34. U.K. Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 35. Italy Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 36. Russia Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 37. Asia Pacific Decorative Pillow Market Size by Country in 2022

Figure 38. Asia Pacific Decorative Pillow Sales Market Share by Country (2018-2029)

Figure 39. Asia Pacific Decorative Pillow Revenue Market Share by Country (2018-2029)

Figure 40. China Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 41. Japan Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 42. South Korea Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 43. India Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 44. Australia Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 45. China Taiwan Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 46. Indonesia Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 47. Thailand Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 48. Malaysia Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 49. Latin America Decorative Pillow Market Size by Country in 2022

Figure 50. Latin America Decorative Pillow Sales Market Share by Country (2018-2029)

Figure 51. Latin America Decorative Pillow Revenue Market Share by Country (2018-2029)

Figure 52. Mexico Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 53. Brazil Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 54. Argentina Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 55. Middle East and Africa Decorative Pillow Market Size by Country in 2022

Figure 56. Middle East and Africa Decorative Pillow Sales Market Share by Country (2018-2029)

Figure 57. Middle East and Africa Decorative Pillow Revenue Market Share by Country (2018-2029)

Figure 58. Turkey Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 59. Saudi Arabia Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 60. UAE Decorative Pillow Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 61. Global Decorative Pillow Sales Market Share by Type (2018-2029)

Figure 62. Global Decorative Pillow Revenue Market Share by Type (2018-2029)

Figure 63. Global Decorative Pillow Price (USD/Unit) by Type (2018-2029)

Figure 64. Global Decorative Pillow Sales Market Share by Application (2018-2029)

Figure 65. Global Decorative Pillow Revenue Market Share by Application (2018-2029)

Figure 66. Global Decorative Pillow Price (USD/Unit) by Application (2018-2029)

Figure 67. Decorative Pillow Value Chain

Figure 68. Decorative Pillow Production Mode & Process

Figure 69. Direct Comparison with Distribution Share

Figure 70. Distributors Profiles

Figure 71. Decorative Pillow Industry Opportunities and Challenges

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