

Global Cervical PillowMarket Size study, by type (Standard, Roll, Water Based) by Function Displacement, Support) and Regional Forecasts 2021-2027

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Abstracts

Global Cervical PillowMarket is valued approximately USD 4.00 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.40% over the forecast period 2021-2027. Cervical Pillow is a type of pillow which is used by the people who are suffering from cervical pain. This pain is caused by improper posture while sitting, tension and stress on the neck due to long working hours, use of unsuitable pillows while sleeping. Increasing prevalence of neck pain and increasing long working hours of the people will increase the neck pain which in turn fuel the cervical pillow market during the forecast period. For instance: According to Statista, in 2020, 62% percentage of US adults who has visited MD (Medical Doctor) in the last 12 month for neck pain as of 2018. Around 53 percent of the survey respondents visited a chiropractor in the past year for neck or back pain.

The increasing healthcare awareness will fuel the market of cervical pillow during the forecast period. Also, the increasing work from home trends increase the neck pain among the people as the sitting in-front of laptop increases which will fuel the market during forecast period. Also, with the increasing adoption of competitive and market strategies by the market players, the adoption & demand for Cervical Pillow is likely to increase the market growth during the forecast period. However, lack of awareness of cervical pain impedes the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Cervical Pillowmarket study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to the increase in working hours and increasing disposable income. Whereas, Asia-Pacific is also

anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as rising disposable income, rising incidences of neck pain by the use of incorrect pillows and improving healthcare infrastructure would create lucrative growth prospects for the Cervical Pillow market across Asia-Pacific region.

Major market player included in this report are:

Medi Flow Inc
Coop Home Goods
Custom Craft work Inc
Malouf
Snuggle Pedic
Innocur Inc
Hall Innovation LLC
Extreme Comforts
My Pillow
Therapeutic Pillow International

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Standard

Roll

Water based

By Function:

Displacement

Support

By Region:

North America

U.S.

Canada

Europe

UK

Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Cervical PillowMarket in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Cervical Pillow Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Cervical PillowMarket, by Type ,2019-2027 (USD Billion)
 - 1.2.3. Cervical PillowMarket, by Function,2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CERVICAL PILLOWMARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CERVICAL PILLOWMARKET DYNAMICS

- 3.1. Cervical Pillow Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing Prevalence of neck pain
 - 3.1.1.2. Increasing healthcare spending and disposable income
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of awareness of cervical pain
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing Adoption of competitive and market penetration strategies by the market players

CHAPTER 4. GLOBAL CERVICAL PILLOWMARKETINDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

CHAPTER 6. GLOBAL CERVICAL PILLOWMARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global Cervical PillowMarket by type, Performance - Potential Analysis
- 6.3. Global Cervical PillowMarketEstimates & Forecasts by type-2027 (USD Billion)
- 6.4. Cervical PillowMarket, Sub Segment Analysis
 - 6.4.1. Standard
 - 6.4.2. Roll
 - 6.4.3. Water Based

CHAPTER 7. GLOBAL CERVICAL PILLOWMARKET, BY FUNCTION

- 7.1. Market Snapshot
- 7.2. Global Cervical PillowMarket by Function, Performance - Potential Analysis
- 7.3. Global Cervical PillowMarketEstimates & Forecasts by Function2018-2027 (USD Billion)
- 7.4. Cervical PillowMarket, Sub Segment Analysis
 - 7.4.1. Displacement
 - 7.4.2. Support

CHAPTER 8. GLOBAL CERVICAL PILLOWMARKET, REGIONAL ANALYSIS

- 8.1. Cervical PillowMarket, Regional Market Snapshot
- 8.2. North America Cervical PillowMarket
 - 8.2.1. U.S.CervicalPillowMarket
 - 8.2.1.1. Servicebreakdown estimates & forecasts, 2018-2027
 - 8.2.1.2. Ownershipbreakdown estimates & forecasts, 2018-2027
 - 8.2.2. CanadaCervical Pillow Market
- 8.3. Europe Cervical PillowMarket Snapshot
 - 8.3.1. U.K. Cervical Pillow Market
 - 8.3.2. Germany Cervical Pillow Market
 - 8.3.3. France Cervical Pillow Market
 - 8.3.4. Spain Cervical Pillow Market
 - 8.3.5. Italy Cervical Pillow Market
 - 8.3.6. Rest of EuropeCervical Pillow Market
- 8.4. Asia-PacificCervicalPillowMarket Snapshot
 - 8.4.1. China Cervical Pillow Market
 - 8.4.2. India Cervical Pillow Market
 - 8.4.3. JapanCervical Pillow Market
 - 8.4.4. Australia Cervical Pillow Market
 - 8.4.5. South Korea Cervical Pillow Market
 - 8.4.6. Rest of Asia PacificCervical Pillow Market
- 8.5. Latin America Cervical PillowMarket Snapshot
 - 8.5.1. Brazil Cervical Pillow Market
 - 8.5.2. Mexico Cervical Pillow Market
- 8.6. Rest of The World Cervical Pillow Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Company Profiles
 - 9.2.1. Medi Flow Inc
 - 9.2.1.1. Key Information
 - 9.2.1.2. Overview
 - 9.2.1.3. Financial (Subject to Data Availability)
 - 9.2.1.4. Product Summary
 - 9.2.1.5. Recent Developments
 - 9.2.2. Coop Home Goods
 - 9.2.3. Custom Craft work Inc

- 9.2.4. Malouf
- 9.2.5. Snuggle Pedic
- 9.2.6. Innocur Inc
- 9.2.7. Hall Innovation LLC
- 9.2.8. Extreme Comforts
- 9.2.9. My Pillow
- 9.2.10. Therapeutic Pillow International

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

- TABLE 1. Global Cervical Pillow market, report scope
- TABLE 2. Global Cervical Pillowmarket estimates & forecasts by Region 2018-2027 (USDBillion)
- TABLE 3. Global Cervical Pillowmarket estimates & forecasts byType 2018-2027 (USDBillion)
- TABLE 4. Global Cervical Pillowmarket estimates & forecasts by Function 2018-2027 (USDBillion)
- TABLE 5. Global Cervical Pillowmarket by segment, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 6. Global Cervical Pillowmarket by region, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 7. Global Cervical Pillowmarket by segment, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 8. Global Cervical Pillowmarket by region, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 9. Global Cervical Pillowmarket by segment, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 10. Global Cervical Pillowmarket by region, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 11. Global Cervical Pillowmarket by segment, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 12. Global Cervical Pillowmarket by region, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 13. Global Cervical Pillowmarket by segment, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 14. Global Cervical Pillowmarket by region, estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 15. U.S. Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 16. U.S. Cervical Pillowmarket estimates & forecasts by segment 2018-2027 (USDBillion)
- TABLE 17. U.S. Cervical Pillowmarket estimates & forecasts by segment 2018-2027 (USDBillion)
- TABLE 18. Canada Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)
- TABLE 19. Canada Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 20. Canada Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 21. UKCervicalPillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 22. UKCervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 23. UKCervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 24. Germany Cervical Pillowmarket estimates & forecasts, 2018-2027

(USDBillion)

TABLE 25. Germany Cervical Pillowmarket estimates & forecasts by segment

2018-2027 (USDBillion)

TABLE 26. Germany Cervical Pillowmarket estimates & forecasts by segment

2018-2027 (USDBillion)

TABLE 27. RoECervicalPillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 28. RoECervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 29. RoECervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 30. China Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 31. China Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 32. China Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 33. India Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 34. India Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 35. India Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 36. Japan Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 37. Japan Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 38. Japan Cervical Pillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 39. RoAPACCervicalPillowmarket estimates & forecasts, 2018-2027

(USDBillion)

TABLE 40. RoAPACCervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 41. RoAPACCervicalPillowmarket estimates & forecasts by segment 2018-2027

(USDBillion)

TABLE 42. Brazil Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 43. Brazil Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 44. Brazil Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 45. Mexico Cervical Pillowmarket estimates & forecasts, 2018-2027
(USDBillion)

TABLE 46. Mexico Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 47. Mexico Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 48. RoLACervicalPillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 49. RoLACervicalPillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 50. RoLACervicalPillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 51. Row Cervical Pillowmarket estimates & forecasts, 2018-2027 (USDBillion)

TABLE 52. Row Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 53. Row Cervical Pillowmarket estimates & forecasts by segment 2018-2027
(USDBillion)

TABLE 54. List of secondary sources, used in the study of global Cervical Pillow market

TABLE 55. List of primary sources, used in the study of global Cervical Pillow market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Cervical Pillowmarket, research methodology
- FIG 2. Global Cervical Pillowmarket, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Cervical Pillowmarket, key trends 2020
- FIG 5. Global Cervical Pillowmarket, growth prospects 2021-2027
- FIG 6. Global Cervical Pillowmarket, porters 5 force model
- FIG 7. Global Cervical Pillowmarket, pest analysis
- FIG 8. Global Cervical Pillowmarket, value chain analysis
- FIG 9. Global Cervical Pillowmarket by segment, 2018& 2027 (USDBillion)
- FIG 10. Global Cervical Pillowmarket by segment, 2018& 2027 (USDBillion)
- FIG 11. Global Cervical Pillowmarket by segment, 2018& 2027 (USDBillion)
- FIG 12. Global Cervical Pillowmarket by segment, 2018& 2027 (USDBillion)
- FIG 13. Global Cervical Pillowmarket by segment, 2018& 2027 (USDBillion)
- FIG 14. Global Cervical Pillowmarket, regional snapshot 2018& 2027
- FIG 15. North America Cervical Pillowmarket2018& 2027 (USDBillion)
- FIG 16. Europe Cervical Pillowmarket2018& 2027 (USDBillion)
- FIG 17. Asia pacific Cervical Pillowmarket2018& 2027 (USDBillion)
- FIG 18. Latin America Cervical Pillowmarket2018& 2027 (USDBillion)
- FIG 19. Global Cervical Pillowmarket, company market share analysis (2020)

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