

# **Global Sleep Mask Market Size study, By Product (Regular, Contoured, Wrap Around, Others), By Distribution Channel (Online, Offline), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Sleep Mask Market is valued at approximately USD 15.84 million in 2021 and is anticipated to grow with a healthy growth rate of more than 4.2% over the forecast period 2022-2028.

The Sleep Mask is also known as eyes mask or sleeping mask, the main function of a sleep mask is to keep light and other stimuli away from reaching the eyes of the individual who is wearing it on their eyes. There are several different varieties of sleep masks with different functions and benefits like cloth masks, gel masks, weighted masks, cushioned masks, heated masks, and many others. Cooling eyes mask or gel eyes mask can help to reduce many problems like itchy eyes, puffiness, dark circles, irritation, and high temperatures. Sleep masks provide healthy speed during long journeys. The growing expansion of the travel & tourism industry and increasing incidences of sleep apnea as well as strategic initiatives from leading market players are key factors accelerating the market growth during the forecast period. For instance, according to American Sleep Association (ASA) – as of 2020, around 25 million U.S. adults are affected by obstructive sleep apnea. In addition, approximately 9-21% of women are affected by obstructive sleep apnea. Whereas, around 24-31% of men are affected by obstructive sleep apnea. Moreover, as per Global Sleep Foundation estimates - Obstructive sleep apnea is the most form of sleep apnea, and it affects 10% to 30% of adults in the United States. Furthermore, leading market players are coming up with new innovative products to leverage the growing demand for Sleep Masks. For instance, in February 2022, California, US-based Noble Panacea launched its new range of sleep masks named Chronobiology Sleep Mask. This new sleep mask is

designed in such a way that it enhances the skin's natural overnight biorhythm of regeneration and self-repair processes. Also, the growing penetration of e-commerce platforms in emerging markets as well as the rising urban middle-class population would create lucrative growth opportunities for the market players during the forecast period. However, frequent cleaning requirements as well as limited shelf life associated with Sleep Masks impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Sleep Mask market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share due to rising incidences of sleep disorders as well as the presence of leading market players in the region. Whereas the Asia Pacific rising prevalence of sleep apnea cases is due to increasing incidences of work-related stress as well as the presence of regional manufacturers in the region.

Major market players included in this report are:

Dream Essentials  
Alaska Bear  
Bedtime Bliss  
Nidra  
Sleep Master  
HappyLuxe  
MaskCraft,  
Dream Sleeper  
Drift To Sleep  
LC Industries, Inc.

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained

below:

By Product

Regular

Contoured

Wrap Around

Others

By Distribution

Online

Offline

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Sleep Mask Market 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

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