

Global Decorative Pillow Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Decorative Pillow market size will reach 4,268.36 Million USD in 2025 and is projected to reach 6,426.52 Million USD by 2032, with a CAGR of 6.02% (2025-2032). Notably, the China Decorative Pillow market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A decorative pillow, also known as a throw pillow or accent pillow, is a small, decorative cushion designed to add style, comfort, and visual interest to a bed, sofa, chair, or any other seating or resting area. Decorative pillows come in various shapes, sizes, colors, and patterns, making them a versatile and customizable accessory for interior design. They are often made with soft and plush materials, such as cotton, velvet, or silk, and may be filled with down feathers, synthetic fibers, or memory foam for added comfort. Decorative pillows are a popular and affordable way to update and refresh the look of a room, as they can easily be swapped or layered to match different seasons, themes, or moods. They can serve as accent pieces, bringing together different colors and patterns in a space, or as focal points, drawing attention to a specific area or piece of furniture. With their ability to add texture, warmth, and personality to a room, decorative pillows are a simple yet effective tool for elevating the overall decor and creating a cozy and inviting atmosphere.

The major global manufacturers of Decorative Pillow include Hollander, Caldeira, IKEA,

Jaipur Living, Paradise Pillow, Square Feathers, Standard Fiber, Lili Alessandra, Lacefield Designs, Surya, Huddleson, Nitori, Ryohin Keikaku (MUJI), Liv Heart, Luolai, Shenzhen Fuanna Bedding, Hangzhou Huafang Fabric, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Decorative Pillow. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Decorative Pillow market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Decorative Pillow market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Decorative Pillow industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Decorative Pillow Include:

Hollander

Caldeira

IKEA

Jaipur Living

Paradise Pillow

Square Feathers

Standard Fiber

Lili Alessandra

Lacefield Designs

Surya

Huddleson

Nitori

Ryohin Keikaku (MUJI)

Liv Heart

Luolai

Shenzhen Fuanna Bedding

Hangzhou Huafang Fabric

Decorative Pillow Product Segment Include:

Polyester

Foam

Cotton

Down & Feather

Others

Decorative Pillow Product Application Include:

Indoor

Outdoor

Chapter Scope

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