

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Pillow Market 2018, Forecast to 2023**

<https://marketpublishers.com/r/G3E7E109356EN.html>

Date: June 2018

Pages: 149

Price: US\$ 4,880.00 (Single User License)

ID: G3E7E109356EN

## **Abstracts**

A pillow is a support for the head used while sleeping on a bed. The pillow is a kind of sleep tool. Generally, the pillow could provide sleep comfort. From the understanding of modern medical research, human spine is a straight line from the front view, but three physiological curves from the side view. In order to protect the normal physiological neck bending protection, pillow should be used when sleeping.

### **Scope of the Report:**

This report focuses on the Pillow in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Pillow refers to a support for the head used while sleeping on a bed. It contains cotton pillow, down pillow, memory foam pillow, and others. The pillow industry is characterized by a large number of competitors, none of which are dominant. As raw materials are easily available and downstream market is wide, so manufacturers of pillow are distributed around the world.

With the rapid development of economy and people's living standards gradually improved, global demand for pillow is increasing. The major downstream is household application. In 2015, household application accounts for 69.13% of global consumption, while commerce application takes 30.87%.

China is the dominate consumer in pillow industry. The sales volume of China was 300 Million PCS in 2015, occupied about 27.17% of the total amount. Europe is second consumer, with the sales volume of 236 Million PCS, and the sales market share of 21.36% in 2015.

The worldwide market for Pillow is expected to grow at a CAGR of roughly 5.2% over

the next five years, will reach 14700 million US\$ in 2023, from 10900 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Hollander

Wendre

MyPillow

Pacific Coast

Pacific Brands

Tempur-Pedic

RIBECO

John Cotton

Paradise Pillow

Magniflex

Comfy Quilts

PENELOPE

PATEX

Latexco

SAMEERA PILLOWS

Romatex

Nishikawa Sangyo

Baltic Fibres Ou

Czech Feather & Down

Luolai

Fuanna

Dohia

Mendale

Shuixing

Noyoke

#### Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

#### Market Segment by Type, covers

Cotton Pillow

Down & Feather Pillow

Memory Foam Pillow

Market Segment by Applications, can be divided into

Household

Commerce

There are 15 Chapters to deeply display the global Pillow market.

Chapter 1, to describe Pillow Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Pillow, with sales, revenue, and price of Pillow, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Pillow, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Pillow market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Pillow sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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