

# **Bedroom Linen Market Size, Share & Trends Analysis Report By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Product (Pillowcases & Covers, Sheets & Mattress Covers), And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

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### **Bedroom Linen Market Growth & Trends**

The global bedroom linen market size is expected to reach USD 50.56 billion by 2030, registering a CAGR of 7.6% from 2023 to 2030, according to a new report by Grand View Research, Inc. The continuous growth in the housing and hospitality sector is a major factor that can be attributed to the growth of the industry. Demand for colorful, comfortable, sustainable, and innovative products is further propelling growth. Recent technological breakthroughs have provided consumers with something they've never had before, like waterproof, spillproof, and stainproof fabrics. Many companies have started selling products that are easy to maintain and can sustain for a long without any spills or stains.

Microfiber is a popular material used today, which is an excellent choice for customers who prefer a silky satin feel and stain-resistant fabric. To become more eco-friendly, several brands have started using upcycled, and ethically sourced organic materials. Global Organic Textile Standard, Global Organic Latex Standard, Oeko-Tex Standard 100, and Oeko-Tex Standard 1000 are some certifications for bed linens that guarantee the use of organic materials, ethically sourced raw materials, and eco-friendly operations. An article by Forbes said that majority of the consumers today are ready to pay more for sustainable products. This trend will boost the demand for eco-friendly

products. Post-pandemic, consumers have increased their spending on offerings that contribute to their self-care and wellness regimes.

For instance, silk pillowcases have been garnering newfound attention in the wellness world owing to hypoallergenic features and these pillowcases being good for hair health. Asia Pacific dominated the industry, in terms of product consumption, in 2022 due to increased disposable incomes, a rising number of working individuals, and growing interest in home furnishing products. The tremendous growth in the hospitality sector of this region is also contributing to its growth. According to Business Maps of India, Indian hotels welcome around 1.8 billion domestic visitors and 9 million foreign travelers in a stable financial year. Thus, rapid growth in tourism in this region will continue fueling market development.

### Bedroom Linen Market Report Highlights

The sheets & mattress covers segment held the majority of the revenue share in 2022 owing to regular usage of these products in commercial and residential settings as are useful to protect the mattress beneath and create a comfortable surface to lie on

Increasing demand from consumers, such as hospitals, hotels, offices, and resorts, is propelling the growth of the commercial segment

Rapid growth in this segment, especially the mushrooming of hotels across the world, is driving the overall market. It is estimated that over 30 luxury hotels will be opened in Dubai over the next four years

In Asia Pacific, the demand for affordable, high-quality, and easy-to-maintain bedroom linens is increasing due to the rising spending on home interiors and the trend to compliment the furniture with the walls

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