

# **Cervical Pillows Market Size, Share & Trends Analysis Report By Type (Standard, Roll, Water-based), By Function (Displacement, Support), By Region, (North America, Europe, APAC, LatAM, MEA), And Segment Forecasts, 2018 - 2025**

<https://marketpublishers.com/r/CDE589C35B7EN.html>

Date: June 2018

Pages: 71

Price: US\$ 5,950.00 (Single User License)

ID: CDE589C35B7EN

## **Abstracts**

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The global cervical pillows market size is estimated to reach USD 5.07 billion by 2025, according to a new report by Grand View Research, Inc., progressing at a CAGR of 5.10% during the forecast period. Growing prevalence of neck pain, increasing healthcare spending, and rising disposable income are among the major factors stoking the growth of the market. However, lack of awareness regarding cervical pain is anticipated to restrain the market over the forecast period.

At present, neck pain is one of the most common health problems. The neck is coordinated with the spine, nerves, and muscles. Any damage caused to muscles, nerves, or spine may affect neck. Untreated neck pain can become chronic with time, generating pain in head, shoulders, and arms. As per the findings of the National Center for Biotechnology Information, approximately 20.3% of the world population reported neck pain in early 2017.

In addition, rising disposable income is enabling people to access improved healthcare facilities and treatments. According to the Office for National Statistics 2016, disposable income of the populace in U.K. has increased by 2.2% since 2015 and this has also boosted healthcare spending. Overall healthcare spending increased to 4.6% in 2015, according to Consumer News and Business Channel (CNBC).

Further key findings from the study suggest:

Water-based cervical pillows are likely to be the fastest growing segment over the forecast period as these pillows reduce the intensity of pain, provide pain relief, and improve quality of sleep

The support cervical pillows segment is projected to dominate the market owing to preference of these products for various reasons such as comfort during travel and improvement of sleep quality

The Asia Pacific cervical pillows market is poised to exhibit the highest CAGR over the forecast period owing to rise in healthcare spending and disposable income in countries such as Japan and China

Some of the prominent companies operating in the market are Mediflow; Coop Home Goods; Custom Craftworks; Malouf; Snuggle Pedic; and Innocor, Inc.

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