

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

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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.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 RESEARCH METHODOLOGY

- 2.1 Information Procurement
- 2.2 Data Analysis
- 2.3 Region Wise Market Calculation
 - 2.3.1 Region wise market: Base estimates
 - 2.3.2 Global market: CAGR calculation
- 2.4 Region Based Segment Share Calculation
- 2.5 List of Secondary Sources (partial list)
- 2.6 Market Snapshot

CHAPTER 3 MARKET VARIABLES, TRENDS, & SCOPE

- 3.1 Market Segmentation & Scope
 - 3.1.1 Market Driver Analysis
 - 3.1.1.1 Increasing prevalence of neck pain
 - 3.1.1.2 Increasing healthcare spending & disposable income
 - 3.1.2 Market Restraint Analysis
 - 3.1.2.1 Lack of awareness of cervical pain
- 3.2 Penetration & Growth Prospect Mapping: Product
- 3.3 Cervical Pillows Market - SWOT Analysis, By Factor (political & legal, economic, and technological)
- 3.4 Industry Analysis - Porter's

CHAPTER 4 TYPE ESTIMATES & TREND ANALYSIS

- 4.1 Cervical Pillows Market: Type Movement Analysis
- 4.2 Standard
 - 4.2.1 Standard cervical pillows market, 2014 - 2025 (USD Million)
- 4.3 Roll
 - 4.3.1 Roll cervical pillows market, 2014 - 2025 (USD Million)
- 4.4 Water-based
 - 4.4.1 Water-based cervical pillows market, 2014 - 2025 (USD Million)

CHAPTER 5 FUNCTION ESTIMATES & TREND ANALYSIS

5.1 Cervical Pillows Market: Function Movement Analysis

5.2 Displacement

5.2.1 Displacement cervical pillows market, 2014 - 2025 (USD Million)

5.3 Support

5.3.1 Support cervical pillows market, 2014 - 2025 (USD Million)

CHAPTER 6 REGIONAL ESTIMATES & TREND ANALYSIS, BY TYPE, AND FUNCTION

6.1 Cervical Pillows Market Share by Region, 2016 & 2025

6.2 North America

6.2.1 North America cervical pillows market, 2014 - 2025 (USD Million)

6.2.2 U.S.

6.2.2.1 U.S. cervical pillows market, 2014 - 2025 (USD Million)

6.2.3 Canada

6.2.3.1 Canada cervical pillows market, 2014 - 2025 (USD Million)

6.3 Europe

6.3.1 Europe cervical pillows market, 2014 - 2025 (USD Million)

6.3.2 U.K.

6.3.2.1 U.K. cervical pillows market, 2014 - 2025 (USD Million)

6.3.3 Germany

6.3.3.1 Germany cervical pillows market, 2014 - 2025 (USD Million)

6.4 Asia Pacific

6.4.1 Asia Pacific cervical pillows market, 2014 - 2025 (USD Million)

6.4.2 Japan

6.4.2.1 Japan cervical pillows market, 2014 - 2025 (USD Million)

6.4.3 China

6.4.3.1 China cervical pillows market, 2014 - 2025 (USD Million)

6.5 Latin America

6.5.1 Latin America cervical pillows market, 2014 - 2025 (USD Million)

6.5.2 Brazil

6.5.2.1 Brazil cervical pillows market, 2014 - 2025 (USD Million)

6.5.3 Mexico

6.5.3.1 Mexico cervical pillows market, 2014 - 2025 (USD Million)

6.6 MEA

6.6.1 MEA cervical pillows market market, 2014 - 2025 (USD Million)

6.6.2 South Africa

6.6.2.1 South Africa cervical pillows market, 2014 - 2025 (USD Million)

6.6.3 Saudi Arabia

6.6.3.1 Saudi Arabia cervical pillows market, 2014 - 2025 (USD Million)

CHAPTER 7 COMPETITIVE LANDSCAPE

7.1 Strategy Framework

7.2 Company Profiles

7.2.1 Mediflow Inc.

7.2.1.1 Company overview

7.2.1.2 Financial performance

7.2.1.3 Product benchmarking

7.2.2 Coop Home Goods

7.2.2.1 Company overview

7.2.2.2 Financial performance

7.2.2.3 Product benchmarking

7.2.3 Custom Craftworks Inc.

7.2.3.1 Company overview

7.2.3.2 Financial performance

7.2.3.3 Product benchmarking

7.2.4 Malouf

7.2.4.1 Company overview

7.2.4.2 Financial performance

7.2.4.3 Product benchmarking

7.2.4.4 Strategic initiatives

7.2.5 Snuggle Pedic

7.2.5.1 Company overview

7.2.5.2 Financial performance

7.2.5.3 Product benchmarking

7.2.6 Innocor, Inc.

7.2.6.1 Company overview

7.2.6.2 Financial performance

7.2.6.3 Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 North America cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 2 North America cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 3 U.S. cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 4 U.S. cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 5 Canada cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 6 Canada cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 7 Europe cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 8 Europe cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 9 U.K cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 10 U.K cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 11 Germany cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 12 Germany cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 13 Asia Pacific cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 14 Asia Pacific cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 15 China cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 16 China cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 17 Japan cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 18 Japan cervical pillows market estimates and forecast by function, 2014 - 2025

(USD Million)

Table 19 Latin America cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 20 Latin America cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 21 Brazil cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 22 Brazil cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 23 Mexico cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 24 Mexico cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 25 Middle East Asia cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 26 Middle East Asia cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 27 South Africa cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 28 South Africa cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

Table 29 Saudi Arabia cervical pillows market estimates and forecast by type, 2014 - 2025 (USD Million)

Table 30 Saudi Arabia cervical pillows market estimates and forecast by function, 2014 - 2025 (USD Million)

LIST OF FIGURES

Fig. 1 Market research process

Fig. 2 Information procurement

Fig. 3 Primary research pattern

Fig. 4 Market research approaches

Fig. 5 Value chain based sizing & forecasting

Fig. 6 QFD modelling for market share assessment

Fig. 7 Market summary (USD Million), 2016

Fig. 8 Market trends & outlook

Fig. 9 Market segmentation & scope

Fig. 10 Market driver relevance analysis (Current & future impact)

Fig. 11 Market restraint relevance analysis (Current & future impact)

Fig. 12 Penetration & growth prospect mapping

Fig. 13 SWOT Analysis, by factor (political & legal, economic and technological)

Fig. 14 Porter's Five Forces Analysis

- Fig. 15 Cervical pillows market, type outlook, key takeaways
- Fig. 16 Cervical pillows market: Type movement analysis
- Fig. 17 Standard cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 18 Roll cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 19 Water-based cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 20 Cervical pillows market, function outlook key takeaways
- Fig. 21 Cervical pillows market: Function movement analysis
- Fig. 22 Displacement cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 23 Support cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 24 Regional market place: Key takeaways
- Fig. 25 Regional outlook, 2016 & 2025
- Fig. 26 North America cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 27 U.S. cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 28 Canada cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 29 Europe cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 30 U.K. cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 31 Germany cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 32 Asia Pacific cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 33 Japan cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 34 China cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 35 Latin America cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 36 Brazil cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 37 Mexico cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 38 MEA cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 39 South Africa cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 40 Saudi Arabia cervical pillows market, 2014 - 2025 (USD Million)
- Fig. 41 Strategy framework

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