

# **Sleeping Pillow Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

### Market Overview:

The global sleeping pillow market size reached US\$ 13.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.4 Billion by 2028, exhibiting a growth rate (CAGR) of 5.1% during 2023-2028.

A sleeping pillow is a cloth case filled with soft materials used to cushion the head during sleep or rest. It is widely used to solve the reoccurring problems of the neck, back, and shoulder pain while sleeping. Memory foam, wool, cotton, latex, polyester, synthetic, and feathers are some common types of pillows. It commonly adjusts to fit one's unique shape, curves, and sleeping position and alleviates pressure points. A sleeping pillow assists in keeping the upper body in alignment during sleep, relieving pressure, and counterbalancing the points in the body.

### Sleeping Pillow Market Trends:

The rising construction of hotels and residential complexes across the globe is creating a positive outlook for the market. Sleeping pillows are widely used to offer decent comfort levels and reduce pressure on the sleeper's neck and muscle tension. In line with this, significant growth in the travel and tourism industry, along with the increasing construction of beach houses, vacation homes, and resorts, is favoring the market growth. Moreover, the rising geriatric population and increasing sleep-related problems are acting as another growth-inducing factor. Apart from this, the introduction of smart pillows that are enabled with wireless speakers and sleep trackers that detect snoring and gently vibrate to adjust sleep position without waking the user is providing a thrust

to the market growth. Additionally, key players are launching technologies that automatically adjust the pillow's height to accommodate the sleeping position and provide the best sleep quality to the users, which, in turn, is propelling the market growth. Furthermore, the widespread product adoption in hospitals and rehabilitation centers for professional athletes and patients of cervical neck surgery to support their heads and other body parts is positively influencing the market growth. Other factors, including easy product availability across e-commerce platforms and rising expenditure capacities of consumers, are supporting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sleeping pillow market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, application and sales channel.

#### Breakup by Type:

Memory Foam Pillow

Down and Feather Pillow

Wool/Cotton Pillow

Polyester/Synthetic Pillow

Latex Pillow

Others

#### Breakup by Application:

Residential

Commercial

#### Breakup by Sales Channel:

Hypermarkets/Supermarkets

Speciality Stores

Online Stores

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being American Textile Company Inc., Classic Brands LLC, Comfy Group, Czech Feather and Down Co., Hollander Sleep Products, John Cotton Group Ltd., Latexco LLC, Malouf Inc., Mediflow Inc., Romatex (Pty) Ltd, Tempur Sealy International Inc. and Wendre Group.

Key Questions Answered in This Report

1. How big is the global sleeping pillow market?
2. What is the expected growth rate of the global sleeping pillow market during 2023-2028?
3. What are the key factors driving the global sleeping pillow market?
4. What has been the impact of COVID-19 on the global sleeping pillow market?
5. What is the breakup of the global sleeping pillow market based on the type?
6. What is the breakup of the global sleeping pillow market based on the application?

7. What is the breakup of the global sleeping pillow market based on the sales channel?
8. What are the key regions in the global sleeping pillow market?
9. Who are the key players/companies in the global sleeping pillow market?

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