

Sleepwear Market Report by Product Type (Top Wear, Bottom Wear, Night Dresses and Gowns, Sleepwear Set), Material (Cotton, Wool, Silk, and Others), Distribution Channel (Supermarkets and Hypermarkets, Online Stores, Discount Stores, and Others), End User (Men, Women, Kids), and Region 2023-2028

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Abstracts

The global sleepwear market size reached US\$ 12.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.6 Billion by 2028, exhibiting a growth rate (CAGR) of 7.43% during 2022-2028. The expansion of e-commerce platforms, emerging fashion trends across the globe, increasing focus on health and wellness, rising disposable income levels, introduction of seasonal and festival sales, and ongoing technological innovations are some of the major factors propelling the market.

Sleepwear refers to clothing specifically designed to be worn during sleep. It includes pajamas, nightgowns, robes, shorts, tank tops, and loungewear, among others. It is fabricated using different materials, such as cotton, polyester, silk, and flannel. Sleepwear is widely used in homes, hospitals, dormitories, sleepover parties, camping, hotels, air travel, long-distance train travel, and spa retreats. It is a durable, comfortable, and cost-effective product that provides freedom of movement, thermoregulation, and moisture-wicking properties. In addition, sleepwear aids in improving sleep quality, reducing skin irritation, and uplifting mood.

The rising disposable income levels, enabling consumers to opt for higher-quality and specialized sleepwear options, are driving the market growth. Furthermore, the

introduction of seasonal and festival sales, such as Black Friday and holiday seasons, creating peak purchasing periods that significantly boost revenue, is acting as another growth-inducing factor. Besides this, the ongoing technological innovations that are continually refining sleepwear quality, offering features like thermal comfort and fire resistance, are contributing to the market growth. Additionally, the increasing collaborations with celebrities and other popular brands, adding a unique selling point that entices new consumers, is positively influencing the market growth. Apart from this, the development of specialized variants that address various life stages, like maternity, aging, or plus-sized options, is catalyzing the market growth. Moreover, the rising demand for eco-friendly sleepwear, which is made from sustainable or recycled materials, is supporting the market growth.

Sleepwear Market Trends/Drivers:

The growing expansion of e-commerce platforms

The surge in e-commerce platforms is a significant driver for sleepwear market growth. As compared to brick-and-mortar stores, online platforms offer a substantially wider variety of sleepwear options to consumers at their fingertips. Furthermore, the e-commerce model has lowered barriers to entry for new brands, owing to its convenience, round-the-clock availability, and home delivery. Moreover, consumers can easily compare prices, read reviews, and view a wide array of options before making a purchase, thus increasing their buying confidence and willingness to try new products. Additionally, online platforms allow for targeted advertising based on consumer behavior and preferences, resulting in highly effective marketing campaigns. Along with this, they often employ sophisticated algorithms to suggest products tailored to individual consumer needs, thus driving additional sales.

The emerging fashion trends across the globe

The evolving perception of sleepwear as a fashion statement is significantly contributing to the market growth. Social media platforms are becoming instrumental in showcasing sleepwear as a lifestyle choice, going beyond mere functionality. Furthermore, influencers and fashion icons are sporting trendy, seasonal, or themed sleepwear, resulting in a cascading impact on consumer buying behavior. Apart from this, brands are increasingly releasing limited-edition collections, often in collaboration with designers and celebrities, to cater to the growing demand for fashionable sleepwear. Additionally, the introduction of high-fashion sleepwear, which often incorporates elaborate patterns, intricate detailing, and luxurious materials such as silk and satin, is supporting the market growth.

The increasing focus on health and wellness

The increasing societal focus on health and wellness is positively impacting the sleepwear market growth. Individuals are becoming well aware of the importance of quality sleep in overall well-being, thus facilitating the demand for sleepwear designed to promote restful sleep. Furthermore, advances in textile technology, which have enabled the production of fabrics with moisture-wicking properties, thermal regulation, and antimicrobial features, contributing to a better sleep experience, are bolstering the market growth. Additionally, the emerging wellness trend, which has also led to greater consumer education and awareness about the materials used in sleepwear, is catalyzing the market growth. Moreover, the widespread prevalence of specific health conditions, such as sleep apnea, sensitive skin, or maternity requirements, is driving the demand for specialized sleepwear designed to accommodate medical needs.

Sleepwear Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on product type, material, distribution channel and end user.

Breakup by Product Type:

Top Wear

Bottom Wear

Night Dresses and Gowns

Sleepwear Set

Top wear dominates the market

The report has provided a detailed breakup and analysis of the market based on product type. This includes top wear, bottom wear, night dresses and gowns, and sleepwear set. According to the report, top wear represented the largest segment.

Top wear is dominating the market as they can be matched with different types of bottoms, providing consumers with more flexibility in their choices. Furthermore, it can be worn as casual at-home wear or even for quick errands, providing added value for the consumer. Additionally, top wear is made from cotton, modal, and jersey, which offers breathability and a soft texture that are particularly conducive to sleep. Besides

this, its design is generally loose-fitting, thereby providing comfort and ease of movement, which are essential for quality sleep. Moreover, the availability of numerous styles, from simple and functional to designer collaborations and seasonal collections, which makes top wear the focal point of sleepwear fashion, is supporting the market growth.

Breakup by Material:

- Cotton
- Wool
- Silk
- Others

Cotton holds the largest share in the market

A detailed breakup and analysis of the market based on material has also been provided in the report. This includes cotton, wool, silk, and others. According to the report, cotton represented the largest segment.

Cotton is dominating the market as it is known for its comfort, offering a soft fabric that feels gentle against the skin. It is particularly advantageous for sleepwear designed to maximize comfort during rest. Furthermore, its natural moisture-wicking properties help draw sweat away from the skin, thereby aiding in thermoregulation and keeping the wearer cool, making it suitable for warm climates and summer months. Besides this, cotton is hypoallergenic, reducing the likelihood of allergic reactions or skin irritations, a crucial factor for consumers with sensitive skin or those shopping for children. Moreover, it is highly durable and can withstand multiple washes without losing its shape or comfort, offering long-term value for consumers and reducing the frequency of replacement.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Online Stores
- Discount Stores
- Others

Supermarkets and hypermarkets hold the largest share in the market

A detailed breakup and analysis of the market based on distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, online stores, discount stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets provide high visibility and easy accessibility to sleepwear brands, thus contributing to impulse buying. Additionally, they allow consumers to compare products easily, owing to the availability of an array of styles, sizes, and price points. Furthermore, supermarkets and hypermarkets offer lucrative discounts, promotions, and loyalty programs, creating an appealing value proposition for consumers, which makes sleepwear more accessible and boosts sales volume. Apart from this, supermarkets and hypermarkets provide the ability to try on products before purchasing, which gives them an edge over online retailers, particularly for consumers who prioritize fit and comfort. Moreover, the trust and reliability associated with established supermarket and hypermarket chains can significantly influence consumer choice, especially for those hesitant to buy from online or lesser-known stores.

Breakup by End User:

Men

Women

Kids

Women holds the largest share in the market

A detailed breakup and analysis of the market based on end-user has also been provided in the report. This includes men, women, and kids. According to the report, women accounted for the largest market share.

Women are dominating the market due to the presence of a broader fashion industry that caters to women's apparel needs, thus creating a more extensive and varied range of options in women's sleepwear as compared to men's. Furthermore, women are generally more invested in home and lifestyle products, including sleepwear, often seeking pieces that offer both comfort and aesthetic appeal. Besides this, aggressive marketing and advertising strategies in the apparel sector, which often target female consumers, are accelerating the market growth. Moreover, the growing focus on women's health and wellness, which has spurred an interest in sleepwear designed for specific life phases like pregnancy and menopause, is positively impacting the market growth. Along with this, the introduction of seasonal and festival collections, enticing

women to update their wardrobes periodically, is favoring the market growth.

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

North America exhibits a clear dominance, accounting for the largest sleepwear market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America boasts a high level of disposable income, which allows consumers to invest in premium sleepwear options. Furthermore, the region has a well-developed e-commerce infrastructure, providing consumers easy access to a wide range of sleepwear products. Additionally, North American consumers are generally well-informed about the importance of quality sleep and are willing to invest in products, such as sleepwear, that can enhance sleep quality. Besides this, the region has a strong inclination toward fashion and lifestyle trends, owing to the presence of renowned fashion brands, which, in turn, are contributing to the sale of stylish sleepwear. Moreover, North America hosts several leading sleepwear manufacturers, offering a wide variety of choices to consumers. Along with this, the region also has a well-developed retail sector, including specialized stores focusing on sleepwear and lingerie, which makes these products easily accessible to consumers.

Competitive Landscape:

Top companies are developing sleepwear with advanced features, such as moisture-wicking, thermal regulation, and antimicrobial properties. Furthermore, they are collaborating with high-profile designers, celebrities, and influencers to attract attention and bring unique offerings to the market. Besides this, leading players are focusing on the launch of eco-friendly lines made from sustainable materials, including organic cotton or recycled polyester, to expand their consumer base and drive sales. Additionally, they are leveraging e-commerce websites and social media channels for targeted advertising, customer engagement, and data collection for personalized marketing. Apart from this, major brands are focusing on international markets by adapting their products to fit different cultural norms and consumer demands. Along with this, key players are expanding their retail footprints in high-growth regions and entering new markets through e-commerce.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

AEO Management Co.
Calvin Klein Inc. (PVH Corp.)
Hanesbrands Inc.
Hanky Panky Ltd.
Harrods Limited
Jockey International Inc.
Marks and Spencer Group plc
Nasty Gal Inc. (Boohoo Group plc)

Saks Fifth Avenue (Hudson's Bay Company)

Selfridges & Co.

Under Armour Inc.

Victoria's Secret (L Brands)

(Please note that this is only a partial list of the key players, as the complete list is provided in the report)

Recent Developments:

In August 2022, Hanky Panky, a leading intimates and sleepwear brand, opened its first-ever storefront location in the coveted West Village, New York.

In September 2022, Jockey opened a new flagship store in Delhi, India, that will house the entire portfolio of the brand, including sleepwear, innerwear, bras, athleisure, etc.

In February 2023, Hanesbrand, a leading company of intimate apparel, underwear, sleepwear, and socks, launched a "Make Yourself Comfortable" campaign, showcasing modern prints, bold colors, and youthful silhouettes across categories.

Key Questions Answered in This Report

1. How big is the global sleepwear market?
2. What is the expected growth rate of the global sleepwear market during 2023-2028?
3. What are the key factors driving the global sleepwear market?
4. What has been the impact of COVID-19 on the global sleepwear market?
5. What is the breakup of the global sleepwear market based on the product type?
6. What is the breakup of the global sleepwear market based on the material?
7. What is the breakup of the global sleepwear market based on the distribution channel?
8. What is the breakup of the global sleepwear market based on the end user?
9. What are the key regions in the global sleepwear market?
10. Who are the key players/companies in the global sleepwear market?

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