

Global Cooling Pajamas Market Growth 2026-2032

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Abstracts

The global Cooling Pajamas market size is predicted to grow from US\$ 1369 million in 2025 to US\$ 1729 million in 2032; it is expected to grow at a CAGR of 3.5% from 2026 to 2032.

Cooling pajamas refer to sleepwear garments designed specifically to regulate body temperature and improve sleep comfort by using breathable, moisture-wicking, thermally adaptive or "cooling" fabrics (e.g., specialized synthetics, bamboo blends, or engineered yarns) enabling wearers to stay cool, dry, and comfortable during sleep or rest, especially in warm climates or seasons.

Raw-material and performance-fabric suppliers including yarn and textile manufacturers producing moisture-wicking synthetics, bamboo or blended yarns and engineered cooling fabrics feed into midstream garment manufacturers that design, cut, sew and finish cooling pajamas using cooling fabrics and performance textile processing; the finished products are then distributed through retailers, e-commerce platforms, specialty sleepwear stores, and direct-to-consumer channels to end consumers seeking temperature-regulating sleepwear, with value added via branding, sizing/fashion design, performance-fabric technology, and distribution/marketing.

As demand for cooling sleepwear rises globally driven by increasing interest in sleep wellness and warmer climates several textile and garment manufacturers (especially in Asia and performance-fabric hubs) are reportedly planning or initiating expansion of their cut-and-sew production lines and investing in performance-fabric sourcing and finishing capacity to produce cooling pajamas and sleepwear, including upgrading existing factories to handle moisture-wicking and cooling fabrics, launching new performance-sleepwear product lines, and forming partnerships with performance-textile suppliers to expand output in response to growing global demand.

2024 Global Market sales Volume: 31 million units, Average Global Market Price: 43 USD per unit, Market Average Gross Profit Margin: 35%.

The global cooling pajamas market is currently in a growth phase, underpinned by rising consumer awareness of sleep quality, comfort, and temperature regulation during sleep ? especially in warm climates or increasingly warm seasons.

In regional terms, North America and Western Europe currently dominate demand for cooling pajamas ? driven by higher disposable incomes, greater awareness of sleep wellness, and willingness to pay for comfort and performance in sleepwear. Meanwhile, emerging markets in Asia-Pacific (e.g. China, India, Southeast Asia) are emerging as high-growth zones, supported by rising incomes, warmer climates, urbanization, and increasing adoption of global lifestyle and wellness trends.

Key opportunities in this market include growth driven by climate change and rising global temperatures ? as more consumers seek temperature-regulating sleepwear to stay comfortable during warmer nights; increasing awareness of sleep hygiene and wellness, especially among younger and health-conscious consumers; and demand for performance and premium sleepwear ? including cooling pajamas made with advanced fabrics, moisture-wicking, odor control, and comfort-focused design. Further, expansion of e-commerce and direct-to-consumer sales channels lowers entry barriers for niche or premium brands, enabling wider geographic reach.

However, the market also faces risks and challenges. Cooling pajamas remain a relatively small niche compared to standard sleepwear, limiting scale; consumer price sensitivity may constrain adoption, especially in lower-income or cost-sensitive markets; demand may exhibit seasonality (higher in warm seasons/climates, lower in colder regions or seasons); and competition from traditional sleepwear ? which is cheaper and widely available ? remains strong. Additionally, sourcing of advanced cooling fabrics, ensuring comfort, quality control, and manufacturing costs may limit margins, especially if raw materials are expensive or supply chains are disrupted.

Current trends shaping the cooling pajamas market include growing demand for sustainable and ethically sourced performance fabrics, as consumers increasingly value environmental impact and labor standards; personalization and size-inclusive offerings; improved fabric technologies (e.g. advanced moisture-wicking, quick-dry, thermal-adaptive fabrics); and expansion of product lines beyond basic pajamas to ?sleep wellness? wearables.

Given current dynamics, the cooling pajamas market appears poised for continued growth in the coming years ? especially if companies successfully combine advanced fabric technologies, performance functionality, comfort and brand positioning, while navigating cost pressures and ensuring broad market access. For a firm considering entry (for example, via manufacturing or textile-performance fabric supply), key levers will be sourcing or developing suitable cooling fabrics, achieving cost-effective production, and marketing to climate-sensitive or wellness-oriented consumer segments.

LP Information, Inc. (LPI) ' newest research report, the ?Cooling Pajamas Industry Forecast? looks at past sales and reviews total world Cooling Pajamas sales in 2025, providing a comprehensive analysis by region and market sector of projected Cooling Pajamas sales for 2026 through 2032. With Cooling Pajamas sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cooling Pajamas industry.

This Insight Report provides a comprehensive analysis of the global Cooling Pajamas landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cooling Pajamas portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Cooling Pajamas market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cooling Pajamas and breaks down the forecast by Type, by Sales Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cooling Pajamas.

This report presents a comprehensive overview, market shares, and growth opportunities of Cooling Pajamas market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Cotton

Modal

Silk

Others

Segmentation by End User:

Women

Men

Segmentation by Garment Style:

Two-piece

Nightgowns

Others

Segmentation by Sales Channel:

E-commerce

Supermarkets

Specialty Stores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Lusome

HUE

Soma

Cool-jams

Chill Angel

Sheex

Dagsmejan

Uniqlo

REST

Sijo

YALA

Cozy Earth

Eberjey

Latuza

Bed Threads

Bare Necessities

Lands' End

HANRO

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cooling Pajamas market?

What factors are driving Cooling Pajamas market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cooling Pajamas market opportunities vary by end market size?

How does Cooling Pajamas break out by Type, by Sales Channel?

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