

# Global Pillow Sales Market Report 2018

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## Abstracts

This report studies the global Pillow market status and forecast, categorizes the global Pillow market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

A pillow is a support for the head used while sleeping on a bed. The pillow is a kind of sleep tool. Generally, the pillow could provide sleep comfort. From the understanding of modern medical research, human spine is a straight line from the front view, but three physiological curves from the side view. In order to protect the normal physiological neck bending protection, pillow should be used when sleeping.

Pillow refers to a support for the head used while sleeping on a bed. It contains cotton pillow, down pillow, memory foam pillow, and others. The pillow industry is characterized by a large number of competitors, none of which are dominant. As raw materials are easily available and downstream market is wide, so manufacturers of pillow are distributed around the world.

With the rapid development of economy and people's living standards gradually improved, global demand for pillow is increasing. The major downstream is household application. In 2015, household application accounts for 69.13% of global consumption, while commerce application takes 30.87%.

China is the dominate consumer in pillow industry. The sales volume of China was 300 Million PCS in 2015, occupied about 27.17% of the total amount. Europe is second consumer, with the sales volume of 236 Million PCS, and the sales market share of 21.36% in 2015.

The global Pillow market is valued at 10900 million US\$ in 2017 and will reach 14900 million US\$ by the end of 2025, growing at a CAGR of 4.0% during 2018-2025.

The major players covered in this report

Hollander

Wendre

MyPillow

Pacific Coast

Pacific Brands

Tempur-Pedic

RIBECO

John Cotton

Paradise Pillow

Magniflex

Comfy Quilts

PENELOPE

PATEX

Latexco

SAMEERA PILLOWS

Romatex

Nishikawa Sangyo

Baltic Fibres Oü

Czech Feather & Down

Luolai

Fuanna

Dohia

Mendale

Shuixing

Noyoke

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

## Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

## Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

## Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Cotton Pillow

Down & Feather Pillow

Memory Foam Pillow

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Household

Commerce

The study objectives of this report are:

To analyze and study the global Pillow sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Pillow players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Pillow are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered

as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Pillow Manufacturers

Pillow Distributors/Traders/Wholesalers

Pillow Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Pillow market, by end-use.

Detailed analysis and profiles of additional market players.

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