

Sleepwear Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Top Wear, Bottom Wear, Night Dresses and Gowns, Sleepwear Set) By End User (Female, Male, Kids), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Sleepwear Market is projected to experience substantial growth, expanding from USD 14.89 Billion in 2025 to USD 22.59 Billion by 2031, reflecting a compound annual growth rate of 7.19 percent. This market encompasses apparel specifically tailored for sleep and relaxation, such as pajamas, nightgowns, robes, and loungewear. The primary catalysts for this growth include a growing consumer emphasis on holistic wellness, which elevates sleep hygiene to a health priority and drives demand for functional, breathable fabrics. Furthermore, the persistence of remote work has maintained the necessity for versatile clothing that serves both rest and home-based tasks. The depth of this category's penetration is highlighted by Cotton Incorporated, which noted that in 2025, 80 percent of consumers possessed at least one pair of pajamas.

However, the market faces significant headwinds due to the rising costs of raw materials, particularly regarding the premium natural fibers and sustainable textiles that are increasingly in demand. Instability within the supply chain and elevated prices for high-quality inputs compel manufacturers to either accept reduced margins or transfer these costs to buyers. This financial strain makes it challenging for brands to offer affordable, eco-friendly sleepwear, potentially excluding price-sensitive demographics and hindering overall volume growth within the mass market.

Market Driver

The convergence of sleepwear with multi-functional loungewear is fundamentally reshaping the industry, as consumers increasingly seek versatile garments that move effortlessly from the bedroom to public settings. This 'sleep-to-street' trend has obscured traditional category boundaries, prompting brands to create hybrid apparel characterized by sophisticated aesthetics, opaque fabrics, and stylish cuts appropriate for remote work or casual social engagements. This shift effectively extends the utility of sleepwear beyond the home, legitimizing pajamas and robes as acceptable daytime attire. This evolution has proven financially rewarding for brands that bridge the gap between comfort and fashion; according to Luxury Tribune, the shapewear and loungewear brand SKIMS achieved nearly 900 million dollars in revenue in 2025, a growth spurred largely by its versatile product strategy.

Simultaneously, the market is undergoing a pivotal shift toward sustainable material sourcing, driven by environmental awareness and regulatory pressures. Manufacturers are increasingly replacing synthetic, petroleum-based fabrics with organic cotton, Tencel, and recycled fibers to satisfy an eco-conscious customer base. This preference for responsible sourcing has become a tangible economic driver; according to the 2025 Global Lifestyle Monitor Survey by Cotton Incorporated, 59 percent of global consumers expressed a willingness to pay a premium for natural fiber clothing. Despite the logistical complexities of these materials, the market scale remains vast, as demonstrated by Victoria's Secret & Co., which reported net sales of 6.23 billion dollars for the fiscal year 2024 in March 2025, underscoring the magnitude of the global intimate and sleepwear sector.

Market Challenge

The rising cost of raw materials and supply chain instability present a major obstacle to the expansion of the Global Sleepwear Market. These economic pressures directly impact the production of premium and sustainable garments, which are central to the industry's current wellness-oriented growth strategy. As the prices for natural fibers and high-quality textiles increase, manufacturers face compressed profit margins. To remain viable, these higher input costs are often passed down to the consumer, resulting in elevated retail prices that may alienate price-sensitive buyers in the mass market.

Consequently, the difficulty in maintaining affordable pricing for eco-friendly sleepwear limits volume growth and restricts the market's accessibility for average-income

households. This tension between escalating production expenses and consumer price tolerance creates a bottleneck for brands attempting to scale. According to the International Textile Manufacturers Federation in 2024, 27 percent of global textile producers identified high raw material costs as a major challenge affecting their operations. This persistent financial constraint prevents manufacturers from fully capitalizing on the demand for sustainable options, thereby slowing the overall momentum of the market.

Market Trends

The move toward inclusive and adaptive sizing is becoming a defining trend, pushing the market beyond standard ranges to address the specific needs of consumers with disabilities and mobility limitations. Brands are increasingly recognizing the economic potential of this underserved demographic by engineering garments with functional modifications, such as magnetic closures, seated-fit cuts, and sensory-friendly construction, rather than treating inclusivity merely as a marketing angle. This shift represents a structural evolution in design, integrating accessibility into core inventories. For instance, The Guardian reported in January 2025 that Primark launched a 49-piece adaptive collection, including specialized lingerie and sleepwear with accessible fastenings, to directly cater to disabled consumers.

In parallel, the integration of temperature-regulating and moisture-wicking smart textiles is upgrading sleepwear from basic comfort apparel to performance-driven wellness equipment. Manufacturers are leveraging fiber technology to create fabrics that actively manage body climate, addressing physiological needs such as night sweats or hormonal fluctuations associated with menopause. This technical innovation differentiates modern sleepwear by prioritizing active moisture management and thermal stability without compromising softness. As an example of this advancement, Lenzing's Annual and Sustainability Report 2024, released in March 2025, highlighted the introduction of hydrophobic cellulose fibers designed to provide superior moisture management and dryness for functional sleepwear applications.

Key Market Players

AEO Management Co.

Calvin Klein Inc.

Hanesbrands Inc.

Jockey International Inc.

Marks and Spencer Group plc

Boohoo Group plc

Hudson's Bay Company

Selfridges & Co.

Under Armour Inc.

Victoria's Secret

Report Scope

In this report, the Global Sleepwear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sleepwear Market, By Product Type

Top Wear

Bottom Wear

Night Dresses and Gowns

Sleepwear Set

Sleepwear Market, By End User

Female

Male

Kids

Sleepwear Market, By Sales Channel

Supermarkets/Hypermarkets

Exclusive Stores

Online

Others

Sleepwear Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sleepwear Market.

Available Customizations:

Global Sleepwear Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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