

North America Pillows Market, By Product (Foam Pillow, Down & Feather Pillow, Wool/Cotton Pillow, Polyester/Synthetic Pillow, Latex Pillow, Others), By Application (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Country & Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The North America pillows market was valued at USD 6.46 billion in 2024 and is projected to reach USD 9.83 billion by 2030, registering a CAGR of 7.3% during the forecast period. Growth in this market is primarily driven by increasing consumer awareness around the importance of quality sleep and its impact on health, leading to heightened interest in therapeutic and ergonomic pillow options. Additionally, there is a rising preference for pillows made from eco-friendly and hypoallergenic materials, reflecting broader sustainability trends. The prevalence of sleep-related disorders and the demand for comfort-focused solutions continue to boost sales, positioning the market for steady expansion in the coming years.

Key Market Drivers

Increasing Consumer Focus on Sleep Quality and Health Benefits

The North America pillows market is significantly influenced by the growing awareness of the role sleep plays in overall health and well-being. With poor sleep linked to stress, obesity, and cardiovascular issues, consumers are turning toward high-quality pillows

that promote better rest. Products like memory foam and latex pillows are gaining traction for their ability to ensure spinal alignment and relieve neck and back pain. According to the CDC (2023), 32% of U.S. adults experience insufficient sleep, driving demand for orthopedic and therapeutic pillow solutions. Furthermore, hypoallergenic options crafted from natural materials such as wool, cotton, and latex are appealing to individuals with respiratory sensitivities. The increasing incidence of sleep disorders like insomnia and sleep apnea further contributes to the growing preference for specialized, comfort-enhancing pillows.

Key Market Challenges

Rising Raw Material Costs and Supply Chain Disruptions

The North America pillows market faces a major challenge in the form of escalating raw material costs, particularly for components like memory foam, latex, and down feathers. Volatility in petroleum prices affects synthetic materials such as polyester, while the availability of natural materials is subject to agricultural and climatic factors. The COVID-19 pandemic intensified supply chain disruptions, leading to production delays and higher shipping expenses. In addition, geopolitical issues and trade restrictions have compounded material shortages. These pressures force manufacturers to either absorb the increased costs, reducing their profit margins, or raise prices, potentially weakening consumer demand. As a result, companies are seeking alternative sourcing methods and adopting sustainable materials to address cost issues and remain competitive.

Key Market Trends

Smart and Tech-Integrated Pillows Gaining Traction

An emerging trend in the North America pillows market is the adoption of smart pillows equipped with advanced technologies designed to enhance sleep experiences. These products feature innovations such as temperature control, integrated sleep tracking sensors, and built-in audio components for white noise or calming sounds. Certain models leverage AI to monitor sleep metrics—including heart rate and movement—offering users personalized feedback for improved rest. Brands like Zeeq and Moona are pioneering cooling and heating smart pillows that adapt to individual preferences. Additionally, anti-snoring pillows utilizing vibration alerts to reposition users are gaining favor among health-conscious consumers. With the rise of wearable sleep tech, smart pillows are increasingly appealing to tech-oriented millennials and Gen Z.

consumers.

Key Market Players

Tempur Sealy International, Inc.

Serta Simmons Bedding

Sleep Number Corporation

Purple Innovation, LLC

Coop Home Goods

Casper Sleep Inc.

MyPillow, Inc.

Pacific Coast Feather Company

Malouf

Brooklinen Inc.

Report Scope:

In this report, the North America pillows market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Pillows Market, By Product:

Foam Pillow

Down & Feather Pillow

Wool/Cotton Pillow

Polyester/Synthetic Pillow

Latex Pillow

Others

North America Pillows Market, By Application:

Residential

Commercial

North America Pillows Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

North America Pillows Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America pillows market.

Available Customizations:

North America pillows market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following

North America Pillows Market, By Product (Foam Pillow, Down & Feather Pillow, Wool/Cotton Pillow, Polyester/Sy...

customization options are available for the report:

Company Information

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

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