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US Sleepwear Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Top Wear, Bottom Wear, Coveralls/One Piece, and Co-ords), End User (Men, Women, and Kids), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Region (Northeast, Southwest, West, Southeast, and Midwest)

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Abstracts

The US sleepwear market size is projected to reach US$ 9.65 billion in 2023 to US$ 15.05 billion by 2031; it is estimated to register a CAGR of 5.7% from 2023 to 2031.

In the past few years, customers have increasingly started purchasing sleepwear, especially made from luxury fabrics such as silk. The growing demand for luxury sleepwear encourages key market players to manufacture products that fulfill the demands of the target audience. The shift in consumer behavior toward self-care routine and relaxation time contributes to the US sleepwear market. Moreover, the country is one of the largest economies and fashion markets worldwide. Sleepwear manufacturers are taking strategic initiatives such as product launches and expansion to meet the varying customer demands. In August 2023, Macy's partnered with Gap to launch exclusive sleepwear, which was available at supermarkets, company websites, and e-commerce mobile apps. This sleepwear is made from comfortable and breathable fabrics designed for both men and women.

Many people prefer to wear sleepwear during the daytime, which is also increasing its sales. The fashion trend related to sleepwear, followed by celebrities and influencers,

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further contributes to the market growth in the country. Social media influencers and celebrities are also launching their own sleepwear and loungewear brands in the US to benefit from rising demand. For instance, in May 2024, Madeleine White, a TikTok fashion influencer, launched a nightwear brand, See You Tomorrow.

However, the presence of counterfeit products in the US sleepwear market can hamper its growth and development in the coming years. The presence of counterfeit sleepwear can damage a brand's reputation in case customers associate the inferior quality of counterfeit products with the original ones, leading to revenue loss for the company. Further, rising demand for sustainable fabrics to design sleepwear can positively influence the US sleepwear market growth. Many consumers are increasingly seeking products that are eco-friendly, ethically sourced, and free from chemicals. Sustainable fabrics such as bamboo, organic cotton, Tencel, and recycled fabrics often have a low carbon footprint and significantly reduce pollution levels compared to conventional fabrics. As the production processes become more efficient and cost-effective, sustainable fabrics are likely to become a mainstream commodity in the US. The sleepwear manufacturers in the country are focusing on using sustainable fabrics without compromising on style. For instance, Coyuchi offers lightweight sleepwear co-ords, with colorful floral motif prints using 100% fairtrade-certified organic cotton which creates a style statement while ensuring sustainability.

A few players operating in the US sleepwear market include Lunya, Luemme Inc (Cosabella), EBERJEY, Boody, Desmond & Dempsey, Olivia Von Halle, COYUCHI, MATE the Label, Organic Basic, Wear Pact LLC, and ASCENO among others. Players operating in the US sleepwear market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall US sleepwear market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the US sleepwear market.

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