



U.S. Pillows Market Size, Share & COVID-19 Impact Analysis, By Type (Memory Foam Pillow, Down & Feather Pillow, Wool/Cotton Pillow, Polyester/Synthetic Pillow, Latex Pillow, and Others), By Price Range (Under 50 USD, USD 50 to USD 100, Between USD 100 and USD 200, and Above USD 200), By Application (Residential and Commercial), By Sales Channel (Supermarket/ Hypermarket, Specialty Store, and Online), and Country Forecast, 2023-2030

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Summary

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KEY MARKET INSIGHTS



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The U.S. pillows market size stood at USD 3.07 billion in 2022 and is projected to grow from USD 3.15 billion in 2023 to USD 4.28 billion by 2030, exhibiting a CAGR of 4.48% during the forecast period of 2023-2030.

Pillows provide support to the user's neck and back while resting. The growing popularity of bedding products, including pillows, bedsheets, [mattresses](#), and others in the hospitality sector, is driving market growth in the U.S. In addition, the increasing consumer awareness of the importance of good sleep for health and well-being drives the demand for such products in the U.S. market.

COVID-19 IMPACT

Closure of Retail Stores Due to COVID-19 Related Lockdown Restrictions Hampered Product Demand

The COVID-19 pandemic led to uncertainties in the economic condition of the U.S. For instance, according to the U.S. government, the U.S. GDP fell by 8.9% in the second quarter of 2020. Furthermore, the decline in the movement of goods across the country disrupted the supply chain and affected the sales of products in the country. In 2020, the lockdown caused a major disruption to global supply chains, including pillow manufacturing and distribution. Moreover, several pillow manufacturers faced challenges such as raw material sourcing, production slowdowns, and transportation difficulties, which caused delays in meeting product demand.

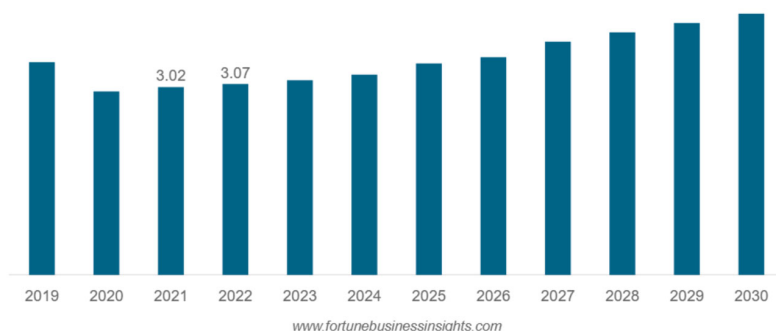
Furthermore, in 2020, the pandemic significantly impacted the travel and hospitality industry. With reduced travel, hotel stays, and other accommodations, the demand for the product decreased across hotels and resorts. This factor negatively affected pillow manufacturers and suppliers catering to the hospitality sector. In the same year, restrictions on international trade made the market increasingly dependent on local and domestic production. In addition, the market saw a significant shift from offline to online retailers during the pandemic.

LATEST TRENDS

Growing Popularity of Smart Pillows to Favor Market Growth

Shifting consumer preferences in the U.S. toward using smart pillows due to greater health consciousness and an increase in back and spine-related issues among the millennial population in the country are driving the demand for such products in the market. Smart pillows are becoming increasingly popular for those who suffer from snoring, as they provide comprehensive data on the sleeping habits of individuals with a sleep tracker, favoring market growth.

U.S. Pillows Market Size, 2019-2030 (USD Billion)



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DRIVING FACTORS

Growing Number of Sustainable Products to Fuel Market Growth

The rising popularity of innovative pillows among health-conscious and tech-savvy consumers, featuring cooling technology, anti-snore control, sleep trackers, sleep analyzers, and anti-odor & anti-bacterial properties, drives market growth. Moreover, several prominent players focus on launching organic and sustainable products in the market. For instance, in March 2020, CBD Pillow, a U.S.-based manufacturer, launched a gel memory foam pillow featuring CBD ([Cannabidiol](#)) infused fabric. The product is made with patented microencapsulation technology, which features CBD enclosed in a protective coating joined to the pillow's fabric.

Continuous Product Innovation by Manufacturers to Drive Product Demand

Pillow manufacturers in the U.S. strongly emphasize investing in new product development with new materials and the increasing availability of advanced materials for manufacturing innovative products, which drives product demand in the country. For instance, in November 2022, BEDGEAR, a U.S.-based bedding company, launched its new Balance Performance Pillow and Cuddle Curve Performance Pillow. According to the company, the new pillows include BEDGEAR's staple smart fabric technologies to address overheating and feature a Dri-Tec moisture-wicking white cover and Air-X mesh.

RESTRAINING FACTORS

Fluctuating Raw Material Prices and Supply Chain Disruptions to Hamper Market Growth

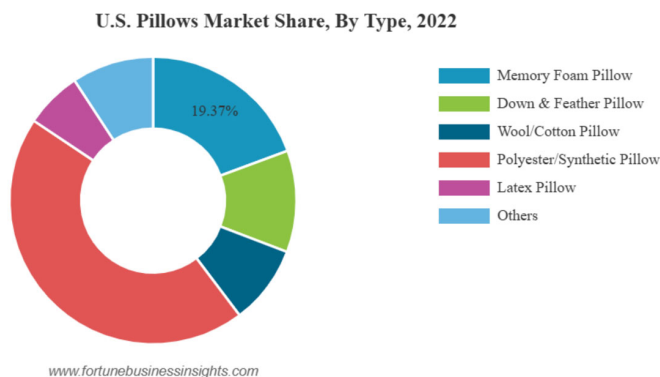
Changing raw material prices and supply chain challenges are expected to impact companies' profitability in the market. During the pandemic, the supply chain suffered from production, logistics, and distribution challenges due to a lack of transportation and trade restrictions, impacting the market value. In addition, changes in economic conditions and inflationary trends in raw material prices adversely affect product prices in the U.S. Moreover, the shifting prices of raw materials such as cotton and polyester, owing to decreasing production, global supply chain disruptions, and the broader inflationary environment related to the ongoing macroeconomic conditions, are expected to hamper the U.S. pillows market growth.

SEGMENTATION

By Type Analysis

Polyester/Synthetic Pillow Segment Dominates Due to its Significant Demand

Based on type, the market is divided into memory foam pillow, down & feather pillow, wool/cotton pillow, polyester/synthetic pillow, latex pillow, and others. The polyester/synthetic pillow segment holds a major U.S. pillows market share owing to factors such as cost-effectiveness, lightweight, and easy to maintain property. Polyester products are machine washable and dry easily compared to their wool, cotton, or feather counterparts. Moreover, they are suitable for individuals having problems such as neck pain. As a result, polyester fiber is increasingly used to make the product.



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By Price Range Analysis

USD 50 to USD 100 Segment Dominates due to Growing Interior Designing Trend

Based on price range, the market is segmented into under 50 USD, USD 50 to USD 100, between USD 100 and USD 200, and above USD 200. The USD 50 to USD 100 segment dominates the U.S. market owing to the availability of high-quality products at reasonable prices in both online and offline platforms. Furthermore, the rising home decor and interior designing trends increase consumer inclination for products in unique designs and styles, which support segment growth.

By Application Analysis

Residential Segment Dominates Owing to Rise in Number of Residential Units in the Country

Based on application, the market is segmented into residential and commercial. The residential segment leads the market. The demand for the product in the residential sector is significantly rising due to the rising number of housing units across the U.S., which is expected to fuel product demand during the forecast period. The rising consumer spending on home décor boosts demand for products in various materials, designs, colors, and patterns for residential consumers. These products are increasingly used to give an aesthetic look to the bedroom area, which supports segment growth.

By Sales Channel Analysis

Supermarket/Hypermarket Segment to Hold Major Market Share due to Convenience

Based on sales channel, the market is segmented into supermarket/hypermarket, specialty store, and online. The supermarket/hypermarket segment is poised to account for a major market share during the forecast period. Growth in consumer preference toward buying products from distribution channels such as supermarkets or hypermarkets due to high convenience and customer service has bolstered the growth of the segment in the U.S. market. Furthermore, continual supermarket and hypermarket efforts to maintain visually appealing merchandise in their stores support the product consumption rate and drive the supermarket/hypermarket segment growth.

The online segment is expected to grow at a CAGR of 5.38% during the forecast period due to the rising online shopping trends, increasing technological advancement, and internet penetration across the U.S. Moreover, the coronavirus pandemic has increased consumer inclination toward e-commerce websites due to the closure of offline stores, which has further boosted online shopping in the U.S.

KEY INDUSTRY PLAYERS

Key Players Focus on Expanding Production Capacities to Support Product Consumption

Key players such as Tempur Sealy, Purple Innovation LLC, Sleep Number Corporation, and others focus on strengthening their production capacities to meet consumer demand for the product. Furthermore, they focus on increasing product innovation by investing in research & development activities. Several manufacturers focus on launching new products with various advanced features and technologies. Furthermore, key market players are focusing on promotion and marketing strategies to create strong brand awareness.

LIST OF KEY COMPANIES PROFILED:

- » [Avocado Mattress LLC](#) (U.S.)
- » [Boll & Branch](#) (U.S.)
- » [Casper](#) (U.S.)
- » [Tempur Sealy International](#) (U.S.)
- » Brooklinen (U.S.)
- » GhostBed (U.S.)
- » Bedgear (U.S.)
- » Sleep Number Corporation (U.S.)
- » Buffy (U.S.)
- » Serta Simmons Bedding LLC (U.S.)
- » MyPillow (U.S.)
- » Parachute Home Inc. (U.S.)
- » Cozy Earth (U.S.)
- » LUXOME (U.S.)
- » Frette (Italy)
- » L.L. Bean Inc. (U.S.)
- » John Matouk & Co. Inc. (U.S.)
- » Hotel Luxury Collection (U.S.)
- » Mellanni (U.S.)
- » Malouf (U.S.)
- » Purple Innovation LLC (U.S.)

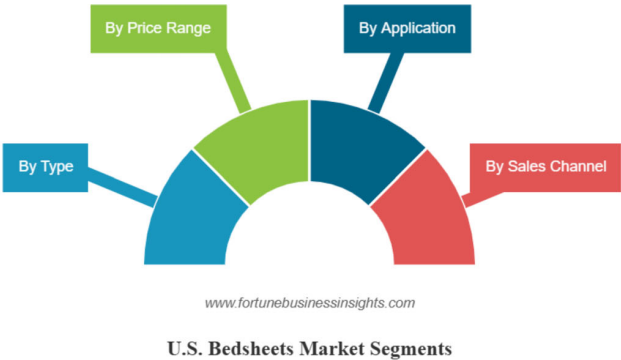
KEY INDUSTRY DEVELOPMENTS:

- » **June 2023:** Casper, a U.S.-based brand, launched the Hybrid Pillow with Snow Technology, a cooling pillow that provides support and comfort during summer. The pillow uses the brand's proprietary cooling technology that directs heat away from the body and regulates temperature.
- » **Jan 2023:** Bedgear, a U.S.-based manufacturer, presented new performance pillows and mattress protectors for adults, children, and toddlers. The company displayed its products in retail theaters driven by [Artificial Intelligence \(AI\)](#) at the bi-annual Winter 2023 Las Vegas market at the Las Vegas Design Center.

- » **Oct 2022:** Malouf, a U.S.-based bedding manufacturer, announced the release of Shoulder Zoned Gel ActiveDough Pillow. The pillow is made with latex blended with memory foam that relieves pain points and amplifies the sleep experience.
- » **Oct 2021:** Brooklinen, a U.S.-based manufacturer, announced the launch of a Marlow pillow that provides optimal sleeping conditions to users. The pillow has a unique zipper detail that allows users to adjust firmness levels for more support and to stay cool throughout the night.
- » **June 2021:** Purple Innovation LLC, a U.S.-based bedding manufacturer, announced the expansion of its existing pillow offerings. The brand is launching the Purple TwinCloud Pillow, which features cooling, durable, and adjustable support improvements in previous pillow products to elevate sleep quality.

REPORT COVERAGE

The market research report provides a detailed market analysis and focuses on crucial aspects, such as key companies, supply chain analysis, product types, and distribution channel areas. Besides this, the report offers insights into the current market trends and highlights key industry developments. In addition to the aforementioned factors, the report outlines several factors that have contributed to the growth of the market in recent years.



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REPORT SCOPE & SEGMENTATION

ATTRIBUTE	DETAILS
Study Period	2019-2030
Base Year	2022
Estimated Year	2023
Forecast Period	2023-2030
Historical Period	2019-2021
Growth Rate	CAGR of 4.48% from 2023 to 2030
Unit	Value (USD Billion)

Segmentation	By Type • Memory Foam Pillow • Down & Feather Pillow • Wool/Cotton Pillow • Polyester/Synthetic Pillow • Latex Pillow • Others
	By Price Range • Under USD 50 • USD 50 to USD 100 • Between USD 100 and USD 200 • Above USD 200
	By Application • Residential • Commercial
	By Sales Channel • Supermarket/Hypermarket • Specialty Store • Online

FREQUENTLY ASKED QUESTIONS

How much is the U.S. pillows market worth?	—
Fortune Business Insights states that the U.S. market size was valued at USD 3.07 billion in 2022 and is projected to reach USD 4.28 billion by 2030.	
At what CAGR is the U.S. pillows market projected to grow during the forecast period of 2023-2030?	+
Which is the leading segment in the market by type?	+
Which is the key factor driving the market growth?	+
Who are the major players in the market?	+
Which factors are expected to increase the adoption of these products?	+

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Key Questions Answered

- What is the market size and growth rate of the global and regional market by various segments?
- What is the market size and growth rate of the market for selective countries?
- Which region or sub-segment is expected to drive the market in the forecast period?
- What Factors are estimated to drive and restrain the market growth?
- What are the key technological and market trends shaping the market?
- What are the key opportunities in the market?
- What are the key companies operating in the market?
- Which company accounted for the highest market share?

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STUDY PERIOD:

2019-2030

BASE YEAR:

2022

HISTORICAL DATA:

2019-2021

NO OF PAGES:

186

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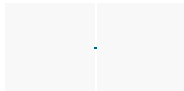
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