

Global Pregnancy Pillow Market Size, Share, Price, Trends, Growth, Outlook, Analysis, Report and Forecast 2023-2028

Global Pregnancy Pillow Market Size To Grow At A CAGR Of 3.60% In The Forecast Period Of 2023–2028

SHERIDAN, WYOMING, UNITED STATES, August 23, 2023 /EINPresswire.com/ -- The 'Global [Pregnancy Pillow Market Size](#), Share, Price, Trends, Growth, Report and Forecast 2023–2028' by Expert Market Research gives an extensive outlook of the global pregnancy pillow market, assessing the market on the basis of its segments like product type, material type, end user, distribution channel, and major regions.



The report studies the latest updates in the market, along with their impact across the market. It also analyses the market demand, together with its price and demand indicators. The report also tracks the market on the bases of SWOT and Porter's Five Forces Models.

The key highlights of the report include:

Market Overview (2018–2028)

Historical Market Size (2022): USD 607.7 million

Forecast CAGR (2023–2028): 3.60%

Forecast Market Size (2028): USD 751.4 million

The global pregnancy pillow market growth is being driven by an increasing population and rising awareness regarding adequate care during pregnancy. Adequate rest and care is vital during pregnancy, and amidst the growing prevalence of high risk pregnancies, it has become more important to have sufficient rest. Pregnancy pillows help support the changing bodies of pregnant women, aiding in proper blood circulation and providing back support. In the second and third trimesters, when sleeping can become challenging due to larger belly size, pregnancy

pillows relieve discomfort and help in sleeping, which is bolstering the pregnancy pillow market demand.

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With increasing disposable income and a larger number of working women becoming mothers, there is greater focus on products that provide comfort during pregnancy, including pregnancy pillows. Availability of pregnancy pillows in various shapes and material types further increases their suitability for pregnant women with different concerns, and aiding the pregnancy pillow market expansion. Pregnancy pillows with hypoallergenic fillings are typically preferred by women that face more allergies, while organic fillings are rising in demand for their sustainability. The versatility of pregnancy pillows is increasing their usage beyond pregnancy, for example, as a support during breastfeeding, for general relaxation, and in cases of body or back pain.

Pregnancy Pillow Industry Definition and Major Segments

Pregnancy pillows are specialised pillows that are designed to be used during pregnancy, particularly during the second and third trimesters, to provide added support to larger stomachs and tired bodies. Typically, pregnancy pillows are longer than traditional pillows and can be adjusted to suit the user. They provide additional support for back and spine alignment to help pregnant women rest and sleep comfortably.

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Based on product type, the market is divided into:

- U-Shaped
- C-Shaped
- J-Shaped
- Others

On the basis of material type, the market is segmented into:

- Organic Fillings
- Memory Foam
- Memory Foam

By end user, the market is classified into:

- Maternity Homes/ Clinics

Hospitals
Households

Based on distribution channel, the market is divided into:

Supermarkets/ Hypermarkets
Specialty Stores
Online
Others

By region, the market is categorised into:

North America
Europe
Asia Pacific
Latin America
Middle East and Africa

Pregnancy Pillow Market Trends

Among the key trends in the pregnancy pillow market is the rising popularity of customised pregnancy pillows. The needs of women during pregnancy can vary significantly, based on health and pregnancy progression, leading to different requirements from pregnancy pillows. Custom pregnancy pillows are available in various lengths, sizes, and thicknesses, helping meet the needs of users. Additional features of custom pregnancy pillows can include adjustable firmness, changeable inserts, and removable covers, providing more flexibility in usage.

Expansion of distribution channels, particularly online modes, is another crucial trend in the market for pregnancy pillows. Through online retail, consumers can browse a wide range of pregnancy pillow options and compare different sizes, configurations, and prices to find a suitable option. Moreover, with the convenience of home delivery, there are no hassles of carrying home large sized pregnancy pillows.

At a regional level, North America accounts for a sizable share of the global pregnancy pillow market, supported by the increase in high risk pregnancies and rising awareness of the advantages of pregnancy pillows. Robust purchasing power in countries in the region is also facilitating greater sales of various types of pregnancy pillows. The presence of key market players in countries such as United States is also enabling easier access to pregnancy pillows, bolstering the regional market growth.

Key Market Players

The major players in the global pregnancy pillow market report are PharMeDoc Inc, Coyuchi, Inc,

Momcozy, Queen Rose, Medela AG, Naomi Home, Inc, The Boppy Company LLC, Cozy Bump Corporation, Pregnancy Pillow, LLC, and Comfort Castle Pvt. Ltd, among others. The report covers the market shares, capacities, plant turnarounds, expansions, investments and mergers and acquisitions, among other latest developments of these market players.

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