

# Pajamas Market to Receive Overwhelming Hike In Revenue That Will Boost Overall Industry Growth by 2034

The report includes the analysis of the regional as well as global pajamas market trends, application areas, and market growth strategies.



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WILMINGTON, DE, UNITED STATES, November 14, 2024 /EINPresswire.com/ -- The global [pajamas market](#) size was valued at \$15.5 billion in 2023, and is projected to reach \$23.4 billion by 2034, growing at a CAGR of 3.9% from 2024 to 2034. Pajamas are comfortable clothing designed for sleeping or lounging, typically consisting of a loose-fitting top and bottom. They are available in various styles, such as button-up shirts, pullovers, nightgowns, and onesies, catering to different preferences and needs.

Pajamas are made from diverse materials, including

cotton, silk, flannel, and blends, providing varying levels of warmth and comfort depending on the season and personal choice. Besides their practical use for sleep, pajamas have also become a fashion statement, with many designs featuring unique prints, patterns, and motifs that reflect individual tastes. This versatility has made pajamas popular for both nightwear and casual lounging around the home, offering comfort and style to suit any mood or occasion. Pajamas often incorporate elements that add to comfort, such as elastic waistbands and soft fabrics.

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## Key Takeaways

The pajamas market study covers 20 countries. The research includes a segment analysis of each country in terms of value (\$Billion) for the projected period 2024-2034.

More than 1, 500 product literatures, industry releases, annual reports, and other such documents of pajamas industry participants along with authentic industry journals, trade

associations' releases, and government websites have been reviewed for generating high-value industry insights.

The study integrated high-quality data, professional opinions and analysis, and critical independent perspectives. The research approach is intended to provide a balanced view of global markets and to assist stakeholders in making educated decisions in order to achieve their most ambitious growth objectives.

## Regional/Country Market Outlook

High demand for pajamas in the U.S. arises from increased emphasis on comfort and self-care, with consumers prioritizing relaxation and quality sleep. The rise of remote work and more time spent at home has also boosted pajama sales as people seek cozy, versatile clothing for lounging and sleeping. Current trends include the popularity of matching pajama sets, often with playful or stylish patterns, which cater to both comfort and fashion. Additionally, sustainable and eco-friendly materials are gaining traction as consumers become more environmentally conscious. Moreover, personalized and monogrammed pajamas are also trending in the U.S., which reflects a desire for unique, customized sleepwear.

The Asia-Pacific region holds significant growth potential for the pajamas market owing to rise in disposable incomes, urbanization, and increase in focus on comfort and wellness. Countries such as China and India are expected to experience high sales growth driven by the growing populations and expanding middle class. In China, the demand is fueled by an increasing emphasis on home comfort and quality sleep, while market growth in India is supported by change in lifestyle preferences and rise in living standards. Furthermore, Japan and South Korea have experienced a boost in luxury and fashionable sleepwear segments owing to the trend-sensitive consumers in the country along with higher spending power. The diverse and expanding market in these countries presents ample opportunities for brands to capture a larger pajamas market share of the growing consumer base.

## Industry Trends:

Seasonal and holiday-themed designs have significantly influenced global pajamas market trends by driving consumer enthusiasm and boosting sales during specific times of the year. These designs, featuring festive patterns and colors related to holidays such as Christmas, Halloween, and Valentine's Day, create a sense of occasion and celebration, which encourages consumers to purchase matching or themed pajamas for themselves and their families. Retailers often introduce limited-edition collections and promotional campaigns to generate excitement and urgency. The popularity of seasonal designs also enhances brand visibility and customer loyalty, as consumers anticipate seasonal releases and holiday-themed offerings each year, thus boosting the pajamas market size.

In addition, consumers are increasingly inclined toward matching pajama sets due to their visual

appeal and the sense of coordination and comfort they provide. These sets, which feature complementary designs and colors, create a cohesive and stylish look that attracts those seeking both aesthetics and uniformity in their sleepwear. The trend has become popular for family and couple sleepwear, especially during holidays and special occasions, enhancing a sense of togetherness. The growing preference for matching pajama sets has influenced the global pajamas market, prompting brands to expand their offerings with a variety of coordinated styles and fabrics. Thus, the shift has driven market growth as consumers prioritize both fashion and functionality in their sleepwear.

## Competitive Landscape

The major players operating in the pajamas market include Victoria's Secret, Hanesbrands Inc., Ralph Lauren Corporation, Calvin Klein, Gap Inc., L.L.Bean, Soma Intimates, Marks & Spencer, Jockey International, Inc., and Tommy Hilfiger.

Other players in the pajamas market include H&M, Joules Limited, Zara, PajamaGram, Carhartt, Inc., Eileen Fisher, Sleep Number Corporation, Hugo Boss, La Perla, and so on.

For more information, visit <https://www.alliedmarketresearch.com/purchase-enquiry/A07739>

## Recent Key Strategies and Developments

In November 2021, Fashion designer Masaba Gupta collaborated with Nykaa Fashion to introduce a new line of sleepwear under the Nykd private label. This line was designed to reflect the House of Masaba brand's evolution while offering women comfort and style.

In June 2021, Cozyland, a line of eco-friendly, gender-neutral sleepwear, was introduced by Morgan Lane. The sleepwear is available for both adults and kids and is made from GOTS-certified cloud-soft fabric.

In February 2021, Canadian sleepwear company Maylyn & Co. launched vegan sleepwear, focusing on sustainable and luxurious options. The pajamas are made from Persian Lotus silk, a breathable vegan alternative to traditional silk, which helps reduce nighttime perspiration.

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