

Global Bed and Bath Linen Market Report and Forecast 2023-2028

Market Report | 2023-09-25 | 164 pages | EMR Inc.

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Report description:

Global Bed and Bath Linen Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global bed and bath linen market is projected to grow at a CAGR of 5.1% between 2023 and 2028. Aided by the increasing global population, rising disposable incomes, and the booming hospitality sector, the market is expected to grow significantly by 2028.

Bed and bath linen encompasses an extensive range of products, including bedsheets, blankets, duvets, towels, bathrobes, and bathroom rugs, among others. These products are essential components of households, hotels, and healthcare facilities, offering comfort, hygiene, and aesthetic appeal.

The expanding middle class and increasing disposable income globally have resulted in a surge in bed and bath linen market demand. Consumers are increasingly willing to invest in high-quality products that enhance comfort and the visual appeal of their living spaces. Moreover, the growing awareness of the health benefits associated with using organic and hypoallergenic linens has driven significant demand for such products.

The hospitality industry, encompassing hotels, resorts, and other accommodations, is a significant end-user of bed and bath linen products. The resurgence of global travel and tourism, in part recovering from the impact of the COVID-19 pandemic, is contributing to the expanding requirement for high-quality linens in these establishments. Moreover, Rapid development of hospitals and ambulatory surgical centres across the emerging economies is driving the bed and bath linen market growth. The digital revolution has brought along a burgeoning e-commerce market for bed and bath linen. Consumers find online shopping convenient, and this channel allows them to easily compare products and prices. Direct-to-Consumer (DTC) brands, which bypass traditional retail channels to sell directly to consumers, are rapidly gaining traction in this space, offering unique designs and competitive prices.

Innovation in materials and technology will likely continue to shape the bed and bath linen market size in the forecast period. For instance, the growing trend of 'smart' bedding products, which might include features such as temperature control and health monitoring capabilities, is expected to gain traction. Customisation is another trend gathering momentum. Consumers are increasingly seeking products that can be tailored to their preferences, whether that be in terms of design, size, or material.

Market Segmentation

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The market can be divided based on product, distribution channel, end use, and region.

Market Breakup by Product

- Bed Linen
 - o□Sheets
 - o□Pillowcases
 - o□Duvet Cover
 - o□Others
- Bath Linen
 - o□Towel
 - o□Bathrobes
 - o□Others

Market Breakup by Distribution Channel

- Speciality Stores
- Supermarkets and Hypermarkets
- Online
- Others

Market Breakup by End Use

- Residential
- Commercial
 - o□Hospitality and Leisure
 - o□Hospital
 - o□Offices
 - o□Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global bed and bath linen market. Some of the major players explored in the report by Expert Market Research are as follows:

- Welspun India Ltd.
- Sunvim Group Co., Ltd
- Luolai Home Textile Co., Ltd.
- Bed Bath and Beyond Inc.
- Williams-Sonoma, Inc.
- American Textile Company
- Springs Global
- Others

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