

India Sleepwear Market Report and Forecast 2025-2034

Market Report | 2025-05-29 | 125 pages | EMR Inc.

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Report description:

The India sleepwear market was valued at 583.80 Million in 2024. The industry is expected to grow at a CAGR of 12.80% during the forecast period of 2025-2034 to attain a valuation of 1946.95 Million by 2034.

India Sleepwear Market Growth

India's e-commerce platforms have reached a remarkable achievement, attaining a Gross Merchandise Value (GMV) of US\$ 60 billion in the fiscal year 2023, reflecting a 22% increase compared to the previous year. The Government e-Marketplace (GeM) platform's GMV has doubled in FY24, surpassing the INR 4 Lakh Crore (US\$ 47.96 billion) threshold, propelled by a 205% increase in service procurement, which constituted nearly 50% of the overall GMV. The rise of e-commerce and online retail platforms has facilitated consumers' access to a diverse array of sleepwear options. The convenience, variety, and ability to compare prices and reviews offered by online shopping have significantly enhanced sales in the sleepwear category. Amazon India holds a significant position in the country, while several domestic brands such as Myntra, IndiaMART, Meesho, and JioMart are witnessing swift expansion. With the substantial growth of the Indian middle class, the country's internet economy is projected to potentially reach \$1 trillion by 2030.

The effectiveness of social media marketing in boosting sleepwear sales is evident through the use of captivating content, collaborations with influencers, targeted advertising, and interactive audience engagement. Establishing a robust brand identity, employing data-driven approaches, and maintaining ongoing communication with audiences are essential for cultivating a dedicated customer base and achieving consistent sales growth. A significant 75% of brands are inclined to incorporate influencer marketing into their overall strategy, while 47% prefer to engage micro and nano influencers due to their cost-effectiveness.

India Sleepwear Industry Segmentation

"India Sleepwear Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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Market Breakup by End User:

- Men
- Women
- Kids

Market Breakup by Distribution Channel:

- Hypermarkets/Supermarkets
- Online Channels
- Others

Market Breakup by Country:

- East India
- West India and Central India
- North India
- South India

India Sleepwear Market Share

Based on end user, the market is segmented into men, women, and kids. Women are projected to grow at a CAGR of 14.3% during the forecast period of 2025-2034. The market for women's sleepwear is currently experiencing significant growth, fuelled by several key factors that reflect changing consumer preferences and lifestyle trends. One of the primary drivers of this growth is the increasing demand for sleepwear that combines comfort with style.

Leading Companies in the India Sleepwear Market

Major players are focusing on the use of sustainable materials to gain a competitive edge in the market.

- Marks and Spencer Group Plc
- Page Industries Limited
- Reliance Industries Limited
- PURPLE PANDA FASHIONS LIMITED
- Trent Limited
- Private Lives
- The Kaftan Company
- XYXX

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- Lunya
- Leela Hospitality Pvt. Ltd.
- Others

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