

Beauty Pillowcases Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Beauty, Skincare & Cosmetics (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/beauty-pillowcases-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.10 billion
Projected Forecast (2031)	USD 1.10 billion
Growth Rate (CAGR)	6.73 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

[Major players in Beauty Pillowcases industry](images/chart_2.png)

[Beauty Pillowcases Market Size](images/chart_3.png)

[Beauty Pillowcases Market Share by Material Type, 2025](images/chart_4.png)

[Beauty Pillowcases Market Share by Distribution Channel, 2025](images/chart_5.png)

[Beauty Pillowcases Market Growth Rate by Region](images/chart_6.png)

[Beauty Pillowcases Market Concentration](images/chart_7.png)

[Icon](images/chart_8.png)

[footer background image](images/chart_10.png)

[Mordor Intelligence on Facebook](images/chart_12.svg)

[Mordor Intelligence on Pinterest](images/chart_14.svg)

[Mordor Intelligence on Instagram](images/chart_15.svg)

[ESOMAR](images/chart_17.png)

[GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 1.10 Billion
|

Market Size (2031)
|

USD 1.53 Billion
|

Growth Rate (2026 - 2031)
|

6.73 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

Europe
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

|

Market Overview

Beauty Pillowcases Market Analysis by Mordor Intelligence

The beauty pillowcases market size was valued at USD 1.04 billion in 2025 to USD 1.10 billion in 2026, and is forecast to reach USD 1.53 billion by 2031 at a 6.73% CAGR over 2026-2031. Demand is shifting toward products that promote skin hydration, maintain hair condition, and reduce friction during sleep, particularly as consumers view sleep surfaces as part of a broader personal-care routine. This shift has positioned the beauty pillowcases market beyond conventional bedding purchases and closer to premium beauty accessories, increasing competition between pillowcase brands and skin-care and hair-care companies. Clinical evidence, recognized material certifications, clear fiber specifications, and direct consumer relationships increasingly influence brand pricing and distribution strategies. Lower-priced polyester satin products continue to pressure mid-tier pricing, while established premium brands defend higher price points through superior product quality, product validation, and detailed consumer education. The beauty pillowcases market also benefits as consumers increasingly incorporate overnight care into their regular beauty routines rather than treating it as a one-time luxury purchase. This trend supports replacement demand and creates opportunities for gifting, subscription-style communication, and targeted direct-to-consumer outreach.

Key Report Takeaways

* By material type, silk led the beauty pillowcases market with a share of 47.83% in 2025, while bamboo is anticipated to register the fastest CAGR of 7.83% during 2026-2031.

* By product type, zippered retained 49.58% share in 2025, whereas envelope are forecast to expand at a 7.75% CAGR through 2031.

* By distribution channel, hypermarkets and supermarkets led the market with a share of 43.89% in 2025, while online retail stores are anticipated to register the fastest CAGR of 8.12% during 2026-2031.

* By geography, Europe led the beauty pillowcases market in 2025 with a 35.39% share, while Asia-Pacific is projected to advance at an 8.01% CAGR through 2031.

Key Market Trends

Global Beauty Pillowcases Market Trends and Insights

Drivers Impact Analysis*

Driver |
(~) % Impact on CAGR Forecast |
Geographic Relevance |
Impact Timeline |

Growing demand for anti-aging and preventive beauty solutions

|

+1.8%
|

Global, concentrated in North America and Europe

Medium term (2-4 years)

Increasing focus on hair health and damage prevention

|

+1.3%

Global, strongest in Asia-Pacific and North America

Short term (≤ 2 years)

Demand for premium and luxury bedding

|

+0.5%
|

Europe, North America, and Middle East
|

Long term (≥ 4 years)
|

Expansion of self-care and at-home beauty routines

|

+0.7%
|

North America, Europe, and Asia-Pacific
|

Medium term (2-4 years)
|

Rapid expansion of e-commerce and direct-to-consumer beauty brands

|

+1.0%
|

Global, with Asia-Pacific at the core and spillover to South America
|

Short term (≤ 2 years)

Preference for natural, sustainable, and hypoallergenic materials

|

+0.6%

Europe and North America

Medium term (2-4 years)

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The beauty pillowcases market is fragmented, with more than 12 brands operating across overlapping price tiers, material categories, and regions. Premium mulberry silk brands compete through clinical validation, momme weight, recognized certifications, and perceived product-construction quality. Mid-tier companies offer 19–22 momme products at lower price points to attract value-focused buyers, while sustainability-led suppliers leverage bamboo lyocell credentials to challenge silk's established position. Most brands initially pursue a direct-to-consumer strategy before expanding selectively into retail after building product reviews, material credibility, and an established customer base. This structure allows new entrants to reach consumers quickly but makes it difficult for brands to sustain pricing power without a clear material, design, or validation advantage.

Product innovation is creating a more specialized competitive landscape in the beauty pillowcases market, particularly as companies seek to differentiate functional offerings from standard silk or satin pillowcases. Drowsy Sleep Co. has incorporated hyaluronic acid into its Hyalo Silk line, GOKUMIN has introduced CICA-infused silk products, and LOONERA has developed its patented Glow Cover around probiotics. These products offer differentiation that conventional bedding manufacturers cannot easily replicate without investing in product development and functional-material capabilities. They also enable brands to position pillowcases alongside adjacent beauty products in consumer communications rather than relying solely on luxury bedding messaging.

Brand credibility in the beauty pillowcases market depends on material quality and recognizable third-party validation. Fishers Finery received a Good Housekeeping 2025 Bedding Award for its 30-momme mulberry silk pillowcase following a five-month evaluation conducted by the Textile Lab and involving more than 600 consumer testers. Design-led releases also demonstrate how prints and limited-edition collections can encourage repeat purchases in a category where consumers can easily compare base material specifications. Established brands use certifications, product development, review ecosystems, and carefully selected retail expansion to compete in a category where new labels can enter quickly through original equipment manufacturing.

Beauty Pillowcases Industry Leaders

*

Slip Silk Pillowcase LLC.

*

Fishers Finery

*

JOHN LEWIS PLC

*

Alaska Bear

*

Blissy

*

*Disclaimer: Major Players sorted in no particular order

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

Component Component 3 Scope Of The Report Bottom

Global Beauty Pillowcases Market Report Scope

Beauty pillowcases are specialized pillow covers made from low-friction materials, such as silk, satin, and bamboo. They help reduce friction and pressure on the skin and hair during sleep.

The beauty pillowcases market is segmented by material, product type, distribution channel, and geography. By material, the market is segmented into silk, satin, bamboo, cotton, and others. By product type, the market is segmented into zippered, envelope, and others. By distribution channel, the market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and other distribution channels. Based on geography, the market is classified into North America, Europe, South America, Asia-Pacific, and the Middle East and Africa. The Market Forecasts are Provided in Terms of Value (USD).

By Material

Silk
|

Satin
|

Bamboo
|

Cotton
|

Others
|

Segmentation Accordion Item
By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

Germany
|

|

United Kingdom
|

|

Italy

|

France

|

Spain

|

Netherlands

|

Poland

|

|

Belgium

|

|

Sweden

|

|

Rest of Europe

|

Asia-Pacific

|

China

|

|

India
|

|

Japan
|

|

Australia
|

|

Indonesia
|

|

South Korea
|

|

Thailand

|

|

Singapore

|

|

Rest of Asia-Pacific

|

South America

|

Brazil

|

|

Argentina

|

|

Colombia

|

|

Chile

|

|

Peru

|

|

Rest of South America
|

Middle East and Africa
|

South Africa
|

|

Saudi Arabia
|

|

United Arab Emirates
|

|

Nigeria
|

|

Egypt

|

|

Morocco

|

|

Turkey

|

|

Rest of Middle East and Africa

|

Frequently Asked Questions

What is the current size and growth outlook of the Beauty Pillowcases Market?

The Beauty Pillowcases Market was valued at USD 1.04 billion in 2025 and is projected to grow to USD 1.53 billion by 2031, expanding at a CAGR of 6.73% during 2026-2031, driven by increasing consumer focus on hair and skincare benefits.

Which material segment held the largest share of the beauty pillowcases market in 2025?

The silk segment dominated the market in 2025, accounting for 47.83% of total revenue.

What was the leading product type in the beauty pillowcases market in 2025?

Zippered beauty pillowcases held the largest market share in 2025, representing 49.58% of sales.

Which distribution channel accounted for the largest market share in 2025?

Hypermarkets and supermarkets were the leading distribution channel, capturing 43.89% of the market in 2025.

Which region dominated the beauty pillowcases market in 2025?

Europe led the market with a 35.39% share in 2025.