

The best bedding for a brilliant night's sleep

We reveal the best and worst pillow and duvet brands for 2017 so you can find the right ones for a perfect slumber

AT A GLANCE

- ▶ Your favourite duvet and pillow brands
- ▶ Duvet tog ratings explained
- ▶ How to choose the right pillow to support the position you sleep in

We've surveyed 5,128 Which? members about their bedding choices to find the pillow and duvet brands that you trust the most at bedtime.

John Lewis tops the table for duvets, picking up an impressive 88% customer score. It's joined in the top three by online retailer Soak & Sleep and Marks & Spencer, just ahead of Ikea, Fogarty and Aldi.

In keeping with the results of our previous pillow and duvet surveys, John Lewis also scores highly for its pillows, finishing in second place behind joint winners Dunlopillo and Soak & Sleep.

With John Lewis and Soak & Sleep in the top three for both pillows and duvets, these are therefore good choices if you want to buy all your bedroom essentials from the same shop.

And, while you may perceive them to be more costly options, prices actually compare well with more value-led brands such as Dunelm or Ikea. A John Lewis

own-brand 10.5 tog duvet costs as little as £18, while a similar Dunelm version is £15. A pair of standard polyester pillows from John Lewis will cost £7, while at Dunelm they cost £8. But if you're just looking for a budget basic, standard Ikea pillows are as little as £3, and duvets start at £8. These prices were all collected in June 2017.

Our research

We surveyed 5,128 Which? members about their bedding choices in April 2017. The customer scores we've awarded to each brand, overleaf, are based on how satisfied our members were with their purchases and how likely they are to recommend their pillow or duvet to friends or relatives.

We also asked members to rate their pillows and duvet for comfort, value for money and how well their product matched the description. Turn the page for all the results and read our tips on how to choose the best ones to suit you.

PILLOWS

A comfortable place to rest your head is essential for a good night's sleep, so before you buy check our top-rated brands

One in five of you have chosen a John Lewis pillow in the past five years, making it the most widely bought brand in our survey. Budget bedding provider Dunelm is the second-most-chosen brand, with one in ten of you picking up a pillow from there.

But the most widely bought brands aren't necessarily the ones you're most satisfied with. Dunelm's pillows were in the bottom half of the brands in our satisfaction survey. John Lewis fared better with its second-place ranking.

Silentnight and Sainsbury's share the bottom spot for pillows, with members telling us their Silentnight pillows were disappointing and went flat very quickly. Scoring only slightly higher was another bedding specialist, Slumberland.

Time for a new one?

You typically get what you pay for with bedding. Cheap pillows and duvets may be comfy, but you'll probably need to replace them more often, as they can quickly lose their support and don't hold up well to cleaning.

Down pillows and duvets don't contain feather quills and are soft and fluffy, allowing for the air pockets that are key to helping keep heat in and cold out. Cheaper feather ones will be a bit heavier and have quills that may sometimes poke out.

As a general rule, you should replace pillows and duvets every two years, but cheap microfibre ones might need replacing as often as every six months. High-quality goose-down ones might last for several years.

How often do you replace and clean your bedding? Tell us at which.co.uk/cleanbed.



The perfect pillow

Waking up with a stiff back or neck is a sign that your pillow is the wrong size or firmness, or needs to be replaced. The size of pillow should suit you rather than the size of your bed.

Sleep on your front?

To prevent your neck resting at an awkward and elevated angle, you'll want a soft and squishy pillow to rest your head on. Choose a soft pillow made of down, or a low-fill synthetic one.

Sleep on your back?

Go for a pillow with medium firmness. Pick a high-fill

down, memory-foam or medium-fill synthetic pillow. This will give your neck enough support, but won't prop your head up too high.

Sleep on your side?

Pick a pillow with medium-to-high thickness; either a high-fill down, memory-foam or a medium-to-high-density foam pillow. This will make sure your head and neck are supported enough to keep your spine straight.

Toss and turn?

If you frequently change sleeping positions in the night, get a medium-firm pillow. A high-fill down or medium-fill synthetic pillow will give the versatility you need.

BEST PILLOW BRANDS 2017

	Number of responses	Comfort	Matched product description	Value for money	CUSTOMER SCORE
Dunlopillo	122	★★★★★	★★★★★	★★★	77%
Soak & Sleep	59	★★★★★	★★★★★	★★★★	77%
John Lewis	649	★★★★	★★★★★	★★★★	74%
House of Fraser	34	★★★★	★★★★★	★★★★	72%
The White Company	45	★★★★★	★★★★★	★★★★	71%
Fogarty	78	★★★★	★★★★	★★★	70%
Snuggledown	34	★★★★	★★★★★	★★★	69%
Tempur	132	★★★★	★★★★	★★	69%
Dorma	62	★★★★	★★★★	★★★	68%
Ikea	110	★★★★	★★★★	★★★★	67%
Marks & Spencer	250	★★★★	★★★★	★★★	67%
Aldi	56	★★★	★★★★	★★★★	66%
Debenhams	77	★★★	★★★★	★★★	64%
Dunelm	370	★★★	★★★	★★★	64%
Tesco	61	★★★	★★★	★★★★	63%
Asda	41	★★★	★★★	★★★★	62%
Slumberland	41	★★★	★★★	★★★	59%
Sainsbury's	55	★★★	★★★	★★★	57%
Silentnight	147	★★★	★★★	★★★	57%

Pillow customer scores are based on 2,850 responses and take into account how satisfied each member was with their pillow and how likely they were to recommend their pillow to a friend or family member.

DUVETS

Get yourself all toggled up using our advice on where and how to buy the right duvet for every season

When it comes to buying a new duvet, our survey results reveal that the most common destination is John Lewis, with 21% of members surveyed buying their most recent duvet there. A further 9% of you chose a Marks & Spencer duvet, while 8% of you got yours from Dunelm.

John Lewis and Marks & Spencer both appear in our top three for customer scores, but, like with pillows, Dunelm finished in the second half of our table. Joining Dunelm lower down the rankings are supermarkets Tesco, Asda and Sainsbury's, as well as high street stalwart Argos and bed specialist Silentnight.

Ikea, Fogarty and Aldi all earned top marks for value for money. One satisfied Which? member described their Aldi duvet as 'cheap and cheerful'. Out of these three value brands, Fogarty is rated the highest for comfort.

Polyester or down?

Polyester is the most common duvet type, with 49% of you choosing it (either hollow fibre or microfibre). Some 37% of you went for a down, goose-down or feather fill in your duvet. Polyester duvets are a more economical option, but they have a short lifespan and can get out of shape and clump easily.

Polyester can be coated with an antibacterial substance, which is great if you suffer from allergies. Hollow-fibre polyester fibres have air pockets between them, which makes them lighter and more insulating than tighter woven microfibre polyester fillings.

The prices for goose-down, down or feather duvets vary hugely. You could, for example, get a duck-and-feather down double duvet from Soak & Sleep for £35 – or you could spend £4,350 on a top-of-the-range eiderdown duvet.



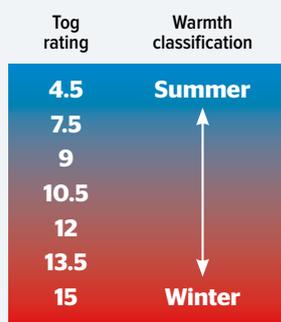
Duvet tog ratings explained

A tog is a technical measurement that calculates a duvet's thermal resistance.

Togs are worked out in a lab to a defined standard which ranges from 4.5 to 15. The lower the tog, the less it traps heat. While all duvets should match their tog rating off the shelf, poor-quality ones will lose theirs fast – particularly if you wash them.

If you can't decide on which tog is right for you,

you may want to consider an all-season duvet. These are made up of two duvets: a low-weight summer one (eg 4.5) that snaps, ties, or fastens to a mid-weight duvet (eg 10.5) to make a heavyweight winter one (eg 15).



BEST DUVET BRANDS 2017

	Number of responses	Comfort	Matched product description	Value for money	CUSTOMER SCORE
John Lewis	511	★★★★★	★★★★★	★★★★	88%
Soak & Sleep	88	★★★★★	★★★★★	★★★★	86%
Marks & Spencer	212	★★★★★	★★★★★	★★★★	83%
Ikea	86	★★★★	★★★★★	★★★★★	81%
Aldi	38	★★★★	★★★★	★★★★★	79%
Fogarty	108	★★★★★	★★★★★	★★★★★	79%
Debenhams	67	★★★★	★★★★	★★★★	78%
Slumberland	43	★★★★	★★★★	★★★★	77%
Dorma	39	★★★★	★★★★	★★★	76%
Dunelm	211	★★★★	★★★★	★★★★	76%
House of Fraser	35	★★★★	★★★★★	★★★★	76%
Silentnight	60	★★★★	★★★★	★★★★	75%
Tesco	51	★★★★	★★★★	★★★★★	75%
Asda	61	★★★	★★★	★★★★	66%
Sainsbury's	41	★★★	★★★	★★★★★	65%
Argos	43	★★★★	★★★★	★★★★★	63%

Duvet customer scores are based on 2,041 responses and take into account how satisfied each member was with their duvet and how likely they were to recommend their duvet to a friend or family member. For both duvets and pillows, each brand had to receive 30 survey responses or more to get a customer score.

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