

# India Mattresses Market Outlook to 2018 - Driven by Surging Demand for Spring Mattresses with Advancing Lifestyles

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## Abstracts

The report titled “India Mattresses Market Outlook to 2018 - Driven by Surging Demand for Spring Mattresses with Advancing Lifestyles” presents a comprehensive analysis of the industry covering aspects including market size by market size by revenue, volume sales of mattresses and market segmentation by revenue and volume sales by types of mattresses (coir mattresses, spring mattresses and foam mattresses), by market structure (organized and unorganized) for different types of mattresses, for rural and urban areas and others, by foreign and domestic brands, by price range and others. The report also entails a detailed description on the recent trends and developments, growth drivers, brand analysis and restraints in the market and the competitive scenario of major players in the industry along with the market share of major companies by revenue and volume sales in India Mattresses Market.

The mattress market of India is dominated by small and unorganized players. These players specialize in coir, cotton and foam mattresses, which cater to almost 90% of the country's requirement for mattresses. The spring mattress area is still in its nascent stages in the country and is evolving. A major growth driver for the mattress market in India is the growing urban population who is ready to spend considerable amounts for their luxury and comfort. This trend is attracting major global players to invest in mattress industry of India. The major players such as Tempur, Snoozer, and King Koil have now set up manufacturing facilities in India. India accounted for over 18% share in Asia, with revenues reported as USD ~ million in 2008. The revenues intensified to USD ~ million by the year 2013, thereby registering a noticeable CAGR of over 1.5% during the review period. It is estimated that India sold nearly ~ mattresses in the year 2013.

Coir mattresses are considered as environmental friendly, durable, supportive and good

for health. These mattresses hold a majority share in the sales of mattresses in India. Coir mattresses recorded sales of USD ~ million in 2013, plummeting at an annualized rate of ~% from USD ~ million in 2008. The average selling price of each coir mattresses was USD ~ for the year 2013. The percentage contribution of spring mattresses was ~% in 2013, leveraging from 10% in 2008. Foam mattress withheld a revenue contribution of ~% in the year 2013. The unorganized market includes the local Indian brands and small manufactures, which constitute a majority share in the Indian mattress market. The unorganized players had a revenue contribution of ~% in 2013 declining from ~% in 2008. South India is considered as a production hub of coir mattresses particularly rubberized coir mattresses. The major market of mattresses prevails in urban settlement areas in cities. Rural areas have accounted for only ~% sales of branded mattresses in organized segment in 2013.

The India mattresses market is domestically dominated by players such as Kurlon, Sleepwell, Springfit, Springwel and others. Sleepwell is the market leader with a market share of ~% in terms of revenue in India mattresses market in the year 2013, with revenues reported as USD ~ million. Kurlon is the market leader by volume sales with a market share of ~% of the total sales of ~ million mattresses in the country in 2013. Springfit is the upcoming mattresses brand which sells its products to big companies including Ramada and Taj hotels and operates other high end retail business as well.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of India mattresses market in terms of revenue through mattresses sales and volume sales

India mattresses market segmentation by revenue by types of mattresses (coir mattresses, spring mattresses and foam mattresses) and by market structure (organized and unorganized), by regions, by sectoral sales, by foreign and domestic brands, by mode of distribution and by price range

India mattresses market segmentation by volume sales by types of mattresses (coir mattresses, spring mattresses and foam mattresses), by market structure (unorganized and organized sector) for rural and urban areas (Tier I, Tier II, Tier III cities)

Export & Import Scenario, Growth drivers, Restraints and Brand Analysis In India Mattresses Market

Industry Trends and developments in India mattresses market

Future projections and macro economic factors of India mattresses market

Competitive landscape of major companies operating in India mattresses market

Market shares of major brands on the basis of revenue and volume sales in each category (coir, spring and foam) of mattresses

Future outlook and macroeconomic factors in mattresses market in India and Asia mattresses market

## Contents

### **1. ASIA PACIFIC MATTRESS MARKET INTRODUCTION**

#### 1.1. Asia Mattress Market Value Chain Analysis

### **2. ASIA PACIFIC MATTRESS MARKET SIZE**

#### 2.1. By Revenues, 2008-2013

### **3. ASIA MATTRESS MARKET SEGMENTATION, 2008-2013**

#### 3.1. By Geography, 2008-2013

#### 3.2. By Type of Mattresses (Spring and Coir Mattresses, Foam Mattresses and Hybrid Mattresses), 2008-2013

### **4. INDIA MATTRESS MARKET INTRODUCTION**

### **5. INDIA MATTRESS MARKET SIZE, 2008-2013**

### **6. INDIA MATTRESS MARKET SEGMENTATION**

#### 6.1. By Spring Mattresses, Foam Mattresses and Coir Mattresses, 2008-2013

#### 6.2. By Market Structure (Unorganized and Organised Sector) by Revenue, 2008-2013

##### 6.2.1. By Organized Market Breakdown by Region by Revenue, 2013

##### 6.2.2. By Market Structure (Unorganized and Organized Sector) for Coir, Spring and Foam Mattresses by Volume Sales, 2013

##### 6.2.3. By Market Structure (Unorganized and Organized Sector) for Rural and Urban Areas (Tier I, Tier II, Tier III Cities) by Volume Sales, 2013

#### 6.3. By Foreign and Domestic Brands, 2008-2013

#### 6.4. By Residential and Institutional Sector Sales, 2008-2013

#### 6.5. By Price Range, 2008-2013

#### 6.6. By Mode of Distribution (Retail and Online), 2013

#### 6.7. Exports and Imports Scenario in India, 2008-2013

##### 6.7.1. Exports of Furniture (Including Mattresses) by Value, 2008-2013

##### 6.7.2. Imports of Furniture (Including Mattresses) by Value, 2008-2013

### **7. INDIA ONLINE MATTRESS MARKET INTRODUCTION**

## **8. INDIA MATTRESS MARKET GROWTH DRIVERS, RESTRAINTS AND BRAND ANALYSIS**

- 8.1. Growth Drivers
- 8.2. Restraints
- 8.3. Brand Analysis

## **9. INDIA MATTRESS MARKET TRENDS AND DEVELOPMENTS**

## **10. INDIA MATTRESS MARKET SWOT ANALYSIS**

## **11. COMPETITIVE LANDSCAPE**

- 11.1. Market Share of Major Brands by Revenue in India Mattresses Market, 2013
- 11.2. Market Share of Major Brands by Number of Mattresses Sold, 2013
  - Market Share of Major Brands in Overall India Mattresses Market, 2013
  - Market Share of major Brands in India Coir Mattresses Market, 2013
  - Market Share of Major Brands in India Spring Mattresses Market, 2013
  - Market Share of Major Brands in India Foam Mattresses Market, 2013
- 11.3. Company Profiles (Kurl-On, Sleepwell, Springwel, Tempur, King Koil)
  - 11.3.1. Product Portfolio and Price Range of Major Players/Brands in India Mattress Market

## **12. INDIA MATTRESS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2014-2018**

- 12.1. India Mattress Market Future Projections By Revenue, 2014-2018
  - 12.1.1. India Mattress Market Future Projections by Revenue by Types of Mattress (Spring Mattress, Coir Mattresses, Foam Mattress), 2014-2018
- 12.2. Cause and Effect Relationship in Asia Pacific Mattresses Market

## **13. MACROECONOMIC FACTORS FOR THE INDIA MATTRESSES MARKET**

- 13.1. Urban Population in India, 2008-2018
- 13.2. Number of Houses Constructed in India, 2008-2018
- 13.3. Real Estate Market in India, 2008-2018
- 13.4. Personal Disposable Income (PDI) in India, 2008-2018
- 13.5. Gross Domestic Product (GDP) of India, 2008-2018

## **14. ASIA PACIFIC MATTRESS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2014-2018**

- 14.1. Asia Pacific Mattresses Future Projections By Revenues, 2014-2018
- 14.2. Asia Pacific Mattresses Future Projections by Revenue by Types of Mattress (Spring and Coir Mattress, Foam Mattress and Hybrid Mattress), 2014-2018
- 14.3. Asia Pacific Mattresses Future Projections By Revenue by Geography, 2014-2018

## **15. APPENDIX**

- 15.1. Market Definitions
- 15.2. Abbreviations
- 15.3. Research Methodology
  - Data Collection Methods
  - Approach
  - Variables (Dependent and Independent)
  - Final Conclusion
- 15.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Asia Pacific Mattresses Market by Wholesale Bedding Sales vis-à-vis Global Mattresses Market by Wholesale Bedding Sales in USD Million, 2008-2013

Figure 2: Mattress Manufacturing Process

Figure 3: Asia Pacific Mattress Market Size by Revenues in USD Billion, 2008-2013

Figure 4: Asia Mattress Market Segmentation by Geography by Contribution on the Basis of Revenue in Percentage (%), 2008-2013

Figure 5: Asia-Pacific Mattress Market Segmentation by Types of Mattresses (Spring and Coir Mattresses, Foam Mattresses and Hybrid Mattresses) by Contribution on the Basis of Revenue in Percentages (%), 2008-2013

Figure 6: India Mattress Market Size by Revenues in USD Million, 2008-2013

Figure 7: India Mattress Market Segmentation by Types of Mattresses (Spring Mattresses, Foam Mattresses and Coir Mattresses) by Contribution on the Basis of Revenue in Percentages (%), 2008-2013

Figure 8: India Mattress Market Segmentation by Market Structure (Unorganized and Organized) by Contribution on the Basis of Revenue in Percentages (%), 2008-2013

Figure 9: Organized Market Structure by Regional Breakdown of Branded Mattresses by Contribution Share on the Basis of Revenue in Percentages in India (%), 2013

Figure 10: India Mattress Market Segmentation by Domestic and Foreign Brands by Contribution on the Basis of Revenue in Percentages (%), 2008-2013

Figure 11: India Mattress Market Segmentation by Sector Sales in Percentage, 2008-2013

Figure 12: India Mattress Market Segmentation by Price Range in Percentage, 2008-2013

Figure 13: Exports of Furniture and Related Items in India in USD Million, 2008-2013

Figure 14: Imports of Furniture and Related Items by India in USD Million, 2008-2013

Figure 15: Market Share of Major Brands by Contribution on the Basis of Revenue in India Mattress Market in Percentages (%), 2013

Figure 16: Market Share of Major Brands by Contribution on the Basis of Volume Sales in India Mattress Market in Percentages (%), 2013

Figure 17: Market Share of Major Brands by Contribution on the Basis of Volume Sales in India Coir Mattress Market in Percentages (%), 2013

Figure 18: Market Share of Major Brands by Contribution on the Basis of Number of Mattresses Sold in the India Spring Mattress Market in Percentages (%), 2013

Figure 19: Market Share of Major Brands by Contribution on the Basis of Volume Sales in India Foam Mattress Market (both Branded and Non-branded) in Percentages (%),

2013

Figure 20: Market Share of Major Brands by Contribution on the Basis of Number of Mattresses Sold in India Branded Foam Mattress Market in Percentages (%), 2013

Figure 21: India Mattress Market Future Projections on the Basis of Revenues in USD Million, 2014-2018

Figure 22: India Mattress Market Future Projections by Types of Mattresses (Spring Mattresses, Coir Mattresses and Foam Mattresses) by Contribution on the Basis of Revenue in Percentages (%), 2008-2013

Figure 23: Urban Population in India, 2008-2018

Figure 24: Number of New Houses Constructed in India in Thousands, 2008-2018

Figure 25: India Real Estate Market Size in USD Million, 2008-2018

Figure 26: Personal Disposable Income (PDI) of India in USD Million, 2008-2018

Figure 27: GDP of India in USD Million, 2008-2018

Figure 28: Asia-Pacific Mattress Market Future Projections on the Basis of Revenues in USD Million, 2014-2018

Figure 29: Australia Mattress Market Segmentation by Types of Mattresses ( Spring and Coir Mattress, Foam Mattress and Hybrid Mattresses) by Contribution on the Basis of Revenue in Percentages (%), 2013-2018

Figure 30: Asia Pacific Mattress Market Future Projections by Geography by Contribution on the Basis of Revenue in Percentage (%), 2013-2018



## List Of Tables

### LIST OF TABLES

Table 1: Asia-Pacific Mattress Market Segmentation by Geography on the Basis of Revenues in USD Million, 2008-2013

Table 2: Asia Pacific Mattress Market Segmentation by Types of Mattresses (Spring and Coir Mattresses, Foam Mattresses and Hybrid Mattresses) on the Basis of Revenue in USD Million, 2008-2013

Table 3: India Mattress Market Segmentation by Types of Mattresses (Spring Mattresses, Foam Mattresses and Coir Mattresses) on the Basis of Revenue in USD Million, 2008-2013

Table 4: India Mattress Market Segmentation by Types of Mattresses (Spring Mattresses, Foam Mattresses and Coir Mattresses) on the Basis of Average Selling Price in USD and Volume Sales in Million Units, 2013

Table 5: India Mattress Market Segmentation by Market Structure (Unorganized and Organized) on the Basis of Revenue in USD Million, 2008-2013

Table 6: Organized Market Structure by Regional Breakdown of Branded Mattresses in India on the Basis of Revenue in USD Million, 2013

Table 7: Market Structure (Unorganized and Organized Sector) by Different Types of Mattresses on the Basis of Volume Sales by Percentages (%), 2013

Table 8: Market Structure (Unorganized and Organized Sector) by Different Types of Mattresses on the Basis of Volume Sales in Million Units, 2013

Table 9: Market Structure (Unorganized and Organized Sector) by Rural/ Urban Areas on the Basis of Volume Sales by Percentages (%), 2013

Table 10: Market Structure (Unorganized and Organized Sector) by Rural/ Urban Areas by Volume Sales in Million Units, 2013

Table 11: Market Structure (Unorganized and Organized Sector) by Types of Cities (Tier I, Tier II, Tier III) on the Basis of Volume Sales by Percentages (%), 2013

Table 12: Market Structure (Unorganized and Organized Sector) by Types of Cities (Tier I, Tier II, Tier III) by Volume Sales in Million Units, 2013

Table 13: India Mattress Market Segmentation by Domestic and Foreign Brands by Revenue in USD Million, 2008-2013

Table 14: India Mattress Market Segmentation by Sector Sales in USD Million, 2008-2013

Table 15: India Mattress Market Segmentation by Price Range in USD Million, 2008-2013

Table 16: India Mattress Market Segmentation by Mode of Distribution (Retail and Online) by Revenues in USD Million and Contribution in Percentages (%), 2013

Table 17: SWOT Analysis of Springwel, the Leading Brand of Spring Mattresses

Table 18: Brand Image Traits and Features of Sleepwell and Kurlon

Table 19: India Mattress Market SWOT Analysis

Table 20: Revenues of Major Brands in the India Mattress Market in USD Million, 2013

Table 21: Volume Sales of Major Brands in India Mattress Market in Million Units, 2013

Table 22: Average Selling Price (in USD) and Volume Sales (in Million Units) of Major Brands in India Coir Mattress Market, 2013

Table 23: Average Selling Price (in USD) and Volume Sales (in Million Units) of Major Brands in India Spring Mattress Market, 2013

Table 24: Average Selling Price (in USD) and Volume Sales (in Million Units) of Major Brands in India Foam Mattress Market, 2013

Table 25: Volume Sales of Major Brands in India Branded Foam Mattress Market in Million Units, 2013

Table 26: Snapshot of Company/ Brand Profiles of Major Players with their Business Overview, Key locations and Mattresses Products in India Mattress Market

Table 27: Product Portfolio by Price Range of Major Players/Brands in India Mattress Market

Table 28: India Mattress Market Future Projections on the Basis of Types of Mattresses (Spring Mattresses, Coir Mattresses and Foam Mattresses) in USD Million, 2014-2018

Table 29: Cause and Effect Relationship Analysis between Industry Factors and Expected Asia Pacific Mattresses Market Prospects

Table 30: Asia-Pacific Mattress Market Future Projections on the Basis of Types of Mattresses ( Spring and Coir Mattress, Foam Mattress and Hybrid Mattresses) in USD Million, 2014-2018

Table 31: Asia Pacific Mattress Market Future Projections by Geography by Revenue in USD Million, 2013-2018

Table 32: Correlation Matrix of India Mattress Market

Table 33: Regression Coefficients Output of India Mattress Market

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