

Memory Foam Mattress and Pillow Market in US - Industry Outlook and Forecast 2018-2023

<https://marketpublishers.com/r/M3586D158CAEN.html>

Date: October 2018

Pages: 167

Price: US\$ 3,500.00 (Single User License)

ID: M3586D158CAEN

Abstracts

The US memory foam mattress and pillow market are projected to reach values more than \$8 billion by 2023, growing at a CAGR of approximately 9% during 2017-2023. The market research report also offers market size analysis in terms of unit shipment volumes during the forecast period.

The presence of various online retailers such as Amazon, Amerisleep, and eBay will increase the convenience of the consumers and offer a diverse range of products in the US market. Futuristic inventions in the mainstream sleeping solutions and technologies would boost investors' confidence in the market over the next few years. The US memory foam mattress and pillow market are driven by the cost-effectiveness of low-end and mid-range memory foam mattresses and pillows offered online retailers. The improving employment opportunities and increasing disposable income are leading to the rise of the purchasing power of end-users in the US market. The market research report provides in-depth market analysis and segmental analysis of the US memory foam mattress and pillow market by product, distribution channel, and geography.

The study considers the present scenario of the US memory foam mattress and pillow market and its market dynamics for the period 2018-2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

Memory Foam Mattress and Pillow Market in US – Dynamics

The leading vendors are focusing on marketing memory foam mattresses and pillows as healthier alternatives to traditional products in the US market. The strategy to highlight

the health benefits of these products will boost revenues in the memory foam mattress market. A large group of US nationals is looking for healthier sleep products and traditional alternatives that will improve their body posture. Several players are selling latex mattresses, and innerspring mattresses with individual pocket coils are also using boxable beds to gain a larger consumer group in the US market. The trend of packaged compressed mattresses is entering into the mainstream channel of distribution in the US and becoming an established way of marketing bedding online. This trend will reduce the need to store, maintain inventory, and reduce the overall cost of mattresses, resulting in higher sales in the memory foam mattress market. The growing popularity of gel-infused and plant-based products will revolutionize the US memory foam mattress market. These mattresses were designed to give a cooling comfort to end-users and reduce heating during sleep. The introduction of products with innovations designed to offer enhanced cooling comfort and a rich sleep experience will enable companies to sustain the intense competition in the US memory foam mattress market.

Memory Foam Mattress and Pillow Market in US - Segmentation

This market research report includes a detailed segmentation of the market by product, end-users, and distribution channels. The pillow segment accounted for less than 1/4th of the total market share in 2017, growing at a CAGR of around 4% during the forecast period. These memory foam pillows are made of either a single piece of foam or shredded memory foam fillings. The vendors are designing these products to either shaped like a normal pillow or contoured to fit the shape of head or neck of the end-users. The commercial segment occupied around 1/3rd of the market share in 2017, growing at a CAGR of more than 11% during the forecast period.

The commercial segment includes the sale of mattresses and pillows to commercial users in the hospitality industry such as exclusive spas, premium hotels, international airports, and others, and healthcare facilities such as hospitals. The exponential growth of the hospitality and healthcare industries is propelling the growth of this segment in the US mattress and memory foam pillow market. The online segment is the fastest growing segment and it accounted for over 1/3rd of the total market share in 2017. The development of e-commerce portals and online direct-to-consumer stores such as Amazon, eBay, Amerisleep, Casper, and Tuft & Needle is propelling the growth of this segment in the US market.

Market Segmentation by Products

Mattress

Polyurethane Foam Mattress

Gel-Infused Foam Mattress

Plant-Based Foam Mattress

Pillow

Market Segmentation by End-User

Residential

Commercial

Market Segmentation by Distribution Channel

Retail

Mattress Specialty Retailers

Furniture Retailers

Mass Market Players

Others

Online

Key Vendor Analysis

The US memory foam mattress and pillow market is highly fragmented with the presence of several regional and international players. The top companies are leveraging technology to alter and refine their unique value proposition in the US market. The vendors are launching products with high functionality and comfortability to

sustain the intense competition levels in the US market. The players are competing on the basis of product/service extensions, technological innovations, and M&A activities in the US market. The introduction of many innovative and advanced solutions will help vendors meet dynamic consumer demands in the US memory foam mattress and pillow market.

The major vendors in the US memory foam mattress and pillow market are:

Serta Simmons Bedding

Sleep Number

Tempur Sealy International

Other prominent vendors in the US memory foam mattress and pillow market include Ashley Furniture Industries, Corsicana Bedding, Dorel Industries, Englander Sleep Products, E. S. Kluft & Company, Kingsdown, King Koil, Mattress Firm, Leggett & Platt, Restonic, Southerland Bedding, Spring Air International, Symbol Mattress, and Therapedic International.

Emerging brands in the US memory foam mattress and pillow market are Amerisleep, Bear Mattress, Casper Sleep, GhostBed, Helix Sleep, Keetsa, Loom & Leaf by Saatva, Leesa Sleep, Nest Bedding, Novaform, Purple Innovation, Tuft and Needle, and Yogabed.

Key market insights include

1. The analysis of US memory foam mattress and pillow market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights into current industry trends, trend forecast, and growth drivers about the US memory foam mattress and pillow market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook of US memory foam mattress and pillow market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 REPORT COVERAGE

4.1 Market Definition

4.2 Base Year

4.3 Scope of Study

4.3.1 Market Segmentation by Product Type

4.3.2 Market Segmentation by End-user Type

4.3.3 Market Segmentation by Distribution Type

4.3.4 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Inclusions

5.3 Exclusions

5.4 Currency Conversion

5.5 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Market Overview

7.2 Memory Foam: Introduction

7.3 Evolution of Memory Foam mattresses

7.4 Advantages of Memory foam mattress over innerspring

7.4.1 Mattress Posture Support

7.4.2 Mattress Firmness

7.4.3 Temperature Sensitivity

7.4.4 Maintenance

7.4.5 Bendability

7.5 MacroEconomic Factors Enabling Market Growth

- 7.5.1 Economic Development
- 7.5.2 Increase in Per Capita GDP
- 7.5.3 Dual-income Households

8 MARKET DYNAMICS

8.1 Market Growth Enablers

- 8.1.1 Growing Direct-to-consumer Business
- 8.1.2 Increasing Cases of Sleep Disorders among US Nationals
- 8.1.3 Marketing of Memory Foam Mattresses & Pillows as Healthy Alternatives to Traditional Mattresses
- 8.1.4 YOY Impact of Market Growth Enablers

8.2 Market Growth Restraints

- 8.2.1 Growing Low-cost Chinese Imports
- 8.2.2 Volatility in Raw Material Prices
- 8.2.3 Issues Related to Memory Foam Mattresses
- 8.2.4 YOY Impact of Market Growth Restraints

8.3 Market Opportunities & Trends

- 8.3.1 Baby Boomers to Drive Demand
- 8.3.2 Growing Adoption of Bed-in-a-box Concept
- 8.3.3 Increasing Sales of Gel-infused and Plant-based Variants
- 8.3.4 YOY Impact of Market Opportunities & Trends

9 VALUE CHAIN ANALYSIS

9.1 Value Chain overview

9.2 Value Chain Analysis

- 9.2.1 Raw Material and Component Suppliers
- 9.2.2 Manufacturers
- 9.2.3 Distributors and Dealers
- 9.2.4 Retailers
- 9.2.5 End-user

10 US MATTRESS MARKET

10.1 Market Overview

- 10.1.1 Historical Data 2000?2016
- 10.1.2 Market Size & Forecast 2017?2023

11 MEMORY FOAM MATTRESS & PILLOW MARKET IN US

11.1 Market Overview

- 11.1.1 Historical Data 2000?2016
- 11.1.2 Market Size & Forecast 2017?2023

11.2 Porter's Five Forces Analysis

- 11.2.1 Threat of New Entrants
- 11.2.2 Bargaining Power of Suppliers
- 11.2.3 Bargaining Power of Buyers
- 11.2.4 Threat of Substitutes
- 11.2.5 Competitive Rivalry

12 MARKET BY PRODUCT TYPE

12.1 Market Overview

12.2 Traditional/polyurethane Memory Foam Mattress

- 12.2.1 Market Size & Forecast

12.3 Gel-infused Memory Foam Mattress

- 12.3.1 Market Size & Forecast

12.4 Plant-based Memory Foam Mattress

- 12.4.1 Market Size & Forecast

12.5 Memory Foam Pillow

- 12.5.1 Market Size & Forecast

13 MARKET BY END-USERS

13.1 Market Overview

13.2 Residential Segment

- 13.2.1 Market Size & Forecast

13.3 Commercial Segment

- 13.3.1 Market Size & Forecast

14 MARKET BY DISTRIBUTION CHANNEL

14.1 Market Overview

14.2 Manufacture, Production, and Distribution

14.3 Distribution through Mattress Specialty Retail Stores

14.4 Distribution through Online Websites

15 COMPETITIVE LANDSCAPE

- 15.1 Market Overview
- 15.2 Key Market Vendor Analysis
 - 15.2.1 Tempur Sealy International
 - 15.2.2 Serta Simmons Bedding
 - 15.2.3 Sleep Number

16 KEY COMPANY PROFILES

- 16.1 Serta Simmons Bedding
 - 16.1.1 Business Overview
 - 16.1.2 Serta Simmons Bedding in Memory Foam Mattress & Pillow Market in US
 - 16.1.3 Major Product Offerings
 - 16.1.4 Key Strategies
 - 16.1.5 Key Strengths
 - 16.1.6 Key Opportunities
- 16.2 Sleep Number
 - 16.2.1 Business Overview
 - 16.2.2 Sleep Number in Memory Foam Mattress & Pillow Market in US
 - 16.2.3 Major Product Offerings
 - 16.2.4 Key Strategies
 - 16.2.5 Key Strengths
 - 16.2.6 Key Opportunities
- 16.3 Tempur Sealy International
 - 16.3.1 Business Overview
 - 16.3.2 Tempur in Memory Foam Mattress & Pillow Market
 - 16.3.3 Major Product Offerings
 - 16.3.4 Key Strategies
 - 16.3.5 Key Strengths
 - 16.3.6 Key Opportunities

17 OTHER PROMINENT VENDORS

- 17.1 Ashley Furniture Industries
 - 17.1.1 Company Overview
 - 17.1.2 Product Offerings
 - 17.1.3 Strength

- 17.1.4 Strategy
- 17.2 Corsicana Bedding
 - 17.2.1 Company Overview
 - 17.2.2 Product Offerings
 - 17.2.3 Strength
 - 17.2.4 Strategy
- 17.3 Dorel Industries
 - 17.3.1 Company Overview
 - 17.3.2 Product Offerings
 - 17.3.3 Strength
 - 17.3.4 Strategy
- 17.4 Englander Sleep Products
 - 17.4.1 Company Overview
 - 17.4.2 Product Offerings
 - 17.4.3 Strength
 - 17.4.4 Strategy
- 17.5 E. S. Kluft & Company
 - 17.5.1 Company Overview
 - 17.5.2 Product Offerings
 - 17.5.3 Strength
 - 17.5.4 Strategy
- 17.6 Kingsdown
 - 17.6.1 Company Overview
 - 17.6.2 Product Offerings
 - 17.6.3 Strength
 - 17.6.4 Strategy
- 17.7 King Koil
 - 17.7.1 Company Overview
 - 17.7.2 Product Offerings
 - 17.7.3 Strength
 - 17.7.4 Strategy
- 17.8 Mattress Firm
 - 17.8.1 Business overview
 - 17.8.2 Product Offerings
 - 17.8.3 Strength
 - 17.8.4 Strategy
- 17.9 Leggett & Platt
 - 17.9.1 Company Overview
 - 17.9.2 Product Offerings

- 17.9.3 Strength
- 17.9.4 Strategy
- 17.1 Restonic
 - 17.10.1 Company Overview
 - 17.10.2 Product Offerings
 - 17.10.3 Strength
 - 17.10.4 Strategy
- 17.11 Southerland Bedding
 - 17.11.1 Company Overview
 - 17.11.2 Product Offerings
 - 17.11.3 Strength
 - 17.11.4 Strategy
- 17.12 Spring Air International
 - 17.12.1 Company Overview
 - 17.12.2 Product Offerings
 - 17.12.3 Strength
 - 17.12.4 Strategy
- 17.13 Symbol Mattress
 - 17.13.1 Company Overview
 - 17.13.2 Product Offerings
 - 17.13.3 Strength
 - 17.13.4 Strategy
- 17.14 Therapedic International
 - 17.14.1 Company Overview
 - 17.14.2 Product Offerings
 - 17.14.3 Strength
 - 17.14.4 Strategy

18 EMERGING BRANDS

- 18.1 Amerisleep
 - 18.1.1 Business Overview
 - 18.1.2 Product Offerings
- 18.2 Bear Mattress
 - 18.2.1 Business Overview
 - 18.2.2 Product Offerings
- 18.3 Casper Sleep
 - 18.3.1 Business Overview
 - 18.3.2 Product Offerings

18.4 GhostBed

18.4.1 Business Overview

18.4.2 Product Offerings

18.5 Helix Sleep

18.5.1 Business Overview

18.5.2 Product Offerings

18.6 Keetsa

18.6.1 Business Overview

18.6.2 Product Offerings

18.7 Loom & Leaf by Saatva

18.7.1 Business Overview

18.7.2 Product Offerings

18.8 Leesa Sleep

18.8.1 Business Overview

18.8.2 Product Offerings

18.9 Nest Bedding

18.9.1 Business Overview

18.9.2 Product Offerings

18.10 Novaform

18.10.1 Business Overview

18.10.2 Product Offerings

18.11 Purple Innovation

18.11.1 Business Overview

18.11.2 Product Offerings

18.12 Tuft & Needle

18.12.1 Business Overview

18.12.2 Product Offerings

18.13 Yogabed

18.13.1 Business Overview

18.13.2 Product Offerings

19 REPORT SUMMARY

19.1 Key Takeaways

19.2 Strategic Recommendation

19.3 Qualitative Summary

19.4 Quantitative Summary

20 APPENDIX

20.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Memory Foam Mattress & Pillow Market in US
- Exhibit 2 Market Size Calculation Approach 2017
- Exhibit 3 Market Size Calculation 2017
- Exhibit 4 Overview of Memory Foam Mattress & Pillow Market in US
- Exhibit 5 Evolution of Memory Foam Mattresses 1966?2018
- Exhibit 6 Change in Real GDP in US 2017?2023 (%)
- Exhibit 7 Dual-income Households in US (1970 vs. 2015)
- Exhibit 8 Mattress Cost Structure: Online vis-à-vis Physical Store
- Exhibit 9 Growing Web-based Offline Retail Sales (%)
- Exhibit 10 Sleeping Behavior in US by Age Group
- Exhibit 11 Fluctuations in Global Crude Oil Prices 2003?2017 (\$ per barrel)
- Exhibit 12 US Producer Price Index: Urethane and Other Foam Product Manufacturing 2013?2018
- Exhibit 13 US Demography by Population Group 2017 (million)
- Exhibit 14 YOY Revenue Growth of Gel-infused & Plant-based Memory Foam Mattresses 2017?2023 (%)
- Exhibit 15 Value Chain of Memory Foam Mattress Market & Pillows in US
- Exhibit 16 Mattress Market in US: An Overview
- Exhibit 17 Mattress Market in US: Historical Data 2000?2016 (million units)
- Exhibit 18 Mattress Market in US: Historical Data 2000?2016 (\$ billion)
- Exhibit 19 Mattress Market in US: Historical Data by Mattress Type 2000?2016 (million units)
- Exhibit 20 Mattress Market in US: Historical Data by Mattress Type 2000?2016 (\$ billion)
- Exhibit 21 Mattress Market in US 2017?2023 (million units)
- Exhibit 22 Mattress Market in US 2017?2023 (\$ billion)
- Exhibit 23 Mattress Market in US: Product Segments 2017?2023 (million units)
- Exhibit 24 Mattress Market in US: Product Segments 2017?2023 (\$ billion)
- Exhibit 25 ASP of Mattresses by Types 2000?2023 (\$)
- Exhibit 26 CAGRs: Specialty Mattress vis-à-vis Overall Mattress and Innerspring Mattress 2017?2023
- Exhibit 27 Mattress Market in US: Major Driving Factor 2000–2023
- Exhibit 28 Pillow Market in US 2017?2023
- Exhibit 29 Memory Foam Mattress Market in the US 2000?2016 (million units)
- Exhibit 30 Memory Foam Mattress Market in US 2000?2016 (\$ billion)

- Exhibit 31 Memory Foam Mattress Market in US 2017?2023 (million units)
- Exhibit 32 Annual Saving Ratio of US
- Exhibit 33 Change in US GDP Growth Rate (Q1 2006?Q2 2016)
- Exhibit 34 Memory Foam Mattress Market in US 2017?2023 (\$ billion)
- Exhibit 35 Correlation between Consumer Sentiment and Mattress Market Growth 2000–2017
- Exhibit 36 Correlation between GDP Growth and Mattress Market Growth 2000–2017
- Exhibit 37 ASP of Memory Foam Mattress in US 2000?2023
- Exhibit 38 Growth in Labor Costs in Various Chinese Cities in 2016
- Exhibit 39 Net Protectionist Measures Implemented in Select European Countries Vis-à-vis Other Countries 2009?2017
- Exhibit 40 Five Forces Analysis 2017
- Exhibit 41 Memory Foam Mattress & Pillow Market in US: Product Overview
- Exhibit 42 Memory Foam Mattress & Pillow Market in US: Product Type 2017
- Exhibit 43 Memory Foam Mattress & Pillow Market in US: Product Type 2017?2023 (\$ billion)
- Exhibit 44 Memory Foam Mattress & Pillow Market in US: Product Type YOY Revenue Growth 2018?2023 (%)
- Exhibit 45 Traditional Polyurethane Memory Foam Mattress Market 2017?2023
- Exhibit 46 Gel-infused Memory Foam Mattress Market 2017?2023
- Exhibit 47 Plant-based Memory Foam Mattress Market 2017?2023
- Exhibit 48 Memory Foam Pillow Market in US 2017?2023
- Exhibit 49 Memory Foam Mattress & Pillow Market in US: End-user Overview
- Exhibit 50 Memory Foam Mattress & Pillow Market in US: End-users 2017
- Exhibit 51 Memory Foam Mattress & Pillow Market in US: End-users 2017?2023 (%)
- Exhibit 52 Correlation between Housing Starts and Mattress Market Growth 2000–2017
- Exhibit 53 Rising Consumer Revolving Credit in US (% change)
- Exhibit 54 Memory Foam Mattress Market in US: Residential Segment 2017?2023
- Exhibit 55 Memory Foam Pillow Market in US: Residential Segment 2017?2023
- Exhibit 56 Mattress Ownership per Household in US 2000–2017
- Exhibit 57 Hotel Development Project in US January 2016?September 2017
- Exhibit 58 Memory Foam Mattress Market in US: Commercial Segment 2017?2023
- Exhibit 59 Memory Foam Pillow Market in US: Commercial Segment 2017?2023
- Exhibit 60 Distribution Channel of Memory Foam Mattresses & Pillows in US
- Exhibit 61 Distribution Channel Flow of Memory Foam Mattresses & Pillows
- Exhibit 62 Shift in Mattress Purchasing Retail Point in US 2000?2023
- Exhibit 63 Memory Foam Mattress & Pillow Market in US by Distribution Channels 2017 (Revenue)
- Exhibit 64 Memory Foam Mattress & Pillow Market in US: Top Vendor Ranking 2017

Exhibit 65 Top 5 Mattress Brands in US 2017

Exhibit 66 Shift in Market Shares of Mattress Producers in US 2011?2017

Exhibit 67 US Mattress Market: Direct-to-consumer Vendor Share 2017

LIST OF EXHIBITS

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2017

Table 3 YOY Impact of Market Growth Enablers 2017?2023

Table 4 Leading Mattress Importer Countries to US 2017

Table 5 Average Unit Price of Imported Mattress in US by Select Countries 2017

Table 6 YOY Impact of Market Growth Restraints 2017?2023

Table 7 YOY Impact of Market Opportunities & Trends 2017?2023

Table 8 Various Memory Foam Mattresses in the US: Key Facts

Table 9 Price Comparison of Various Memory Foam Mattress Types

Table 10 Price Comparison of Various Mattress Types

Table 11 Average Minimum Wages in Various APAC Countries

Table 12 Leading Specialty Mattress Retailers in US by Number of Stores 2017

Table 13 Serta Simmons Bedding: Product Offerings

Table 14 Sleep Number: Product Offerings

Table 15 Tempur Sealy International: Product Offerings

Table 16 Qualitative Summary of Memory Foam Mattress & Pillow Market in US

Table 17 Mattress Market in US by Revenue: Wholesale and Retail Market 2000–2023 (\$ billion)

Table 18 Mattress Market in US: Wholesale Shipment 2000?2023 (million units)

Table 19 Mattress Market in US: Revenue 2000?2023 (\$ billion)

Table 20 Memory Foam Mattress Market in US: Revenue and Unit Shipment 2000–2023

Table 21 Memory Foam Mattress Market in US by Product Segments 2017?2023 (\$ billion)

Table 22 Memory Foam Mattress Market in US by Product Segments 2017?2023 (million units)

Table 23 Memory Foam Mattress Market in US by Residential Segments 2017?2023 (\$ billion)

Table 24 Memory Foam Mattress Market in US by Residential Segments 2017?2023 (million units)

Table 25 Memory Foam Mattress Market in US by Commercial Segments 2017?2023 (\$ billion)

Table 26 Memory Foam Mattress Market in US by Commercial Segments 2017?2023

(million units)

I would like to order

Product name: Memory Foam Mattress and Pillow Market in US - Industry Outlook and Forecast 2018-2023

Product link: <https://marketpublishers.com/r/M3586D158CAEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3586D158CAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

