

# Mattresses Middle East Report & Database

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## Abstracts

### MATTRESSES MIDDLE EAST REPORT + DATABASE

The Mattresses Middle East Report & Database gives Market Consumption/Products/Services for 19 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Afghanistan, Azerbaijan, Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tajikistan, Turkey, Turkmenistan, United Arab Emirates, Yemen. NB: Data Caveats apply for some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

MIDDLE EAST & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

25 Products/Markets covered, 1933 pages, 4032 spreadsheets, 4034 database tables, 289 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 33791.

## Contents

### MATTRESSES MIDDLE EAST REPORT + DATABASE

The Market for Mattresses in each country by Products & Services.

This database covers NAICS code: 33791. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Mattresses Middle East Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

### PRODUCTS & MARKETS COVERED:

#### MATTRESSES

1. Mattress manufactures
2. Mattress manufactures
3. Innerspring mattresses, excl crib-size, incl those with polyurethane or rubber topper pads & those sold as part of hollywood beds, excl inserts
4. Other mattresses, incl crib mattresses & mattress inserts
5. Other mattresses, incl crib mattresses, foam core mattresses other than crib-size, inflatable air chambered & mattress inserts
6. Crib mattresses, all types, incl crib-size mattresses made with innersprings, polyurethane, latex, foam, hair, cotton felt, etc.
7. Foam core mattresses, other than crib-size
8. Other mattresses, incl inflatable air chambered, cotton felt, hair, etc. (excludes sleep system ensembles)
9. Mattress inserts for dual-purpose sleep furniture (innerspring & foam) & futons without frames
10. Other mattresses, incl crib mattresses & mattress inserts, nsk
11. Foundations, excl innerspring units & those incorporated into hybrid-type flotation & adjustable ensembles
12. Foundations, incl spring, foam & platform, excl innerspring units & those incorporated into hybrid-type flotation & adjustable ensembles
13. Spring foundations, excl innerspring units & those incorporated into hybrid-type

flotation & adjustable ensembles

14. Foam foundations, excl those incorporated into hybrid-type flotation & adjustable ensembles

15. Other foundations, incl platform, excl those incorporated into hybrid-type flotation, air & adjustable ensembles

16. Foundations, excl innerspring units & those incorporated into hybrid-type flotation & adjustable ensembles, nsk

17. Sleep system ensembles, excl conventional waterbeds

18. Sleep system ensembles, excl conventional waterbeds, incl hybrid-type system flotation ensembles

19. Hybrid-type sleep system flotation ensembles, excl conventional waterbeds

20. Electric adjustable sleep system ensemble, excl hospital & conventional waterbeds

21. Sleep system ensembles, excl conventional waterbeds, nsk

22. Mattresses & foundations, nsk, total

23. Mattresses & foundations, nsk, nonadministrative-record

24. Mattresses & foundations, nsk, administrative-record

## 59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

**SPREADSHEET CHAPTERS:**

**PRODUCT CONSUMPTION** - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

**MIDDLE EAST & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS:**

1332 Middle East Database tables & Spreadsheets covering business scenarios. 1435 Middle East Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

**FINANCIAL SPREADSHEETS & DATABASES:** 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

**INDUSTRY SPREADSHEETS & DATABASES:** 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

**NATIONAL DATA** - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

25 Products covered for over 200 Countries: 1933 pages, 4032 spreadsheets, 4034 database tables, 289 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

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