

Serta Simmons Bedding LLC in Home and Garden (World)

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Abstracts

Serta Simmons Bedding is one of the precursors of the sleep ecosystem in North America. This ecosystem looks beyond the bed and into sleep behaviours and how to improve the consumers' quality of life. The ecosystem allows for companies to partner with players across different industries and develop products that work in conjunction with one another. Tuft & Needle has been testing the ecosystem by offering wellness-related products and developing smart technology for the bedroom.

Euromonitor International's Serta Simmons Bedding LLC in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Introduction
State of play
Competitive positioning and paths to innovation
Building on sleep experiences and sleep ecosystem
Exposure to future growth
Key findings
Appendix

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