

Mattress Markets in the Top 5 African Countries to 2020 - Market Size, Development, and Forecasts

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Abstracts

The report package Mattress Markets in the Top 5 African Countries to 2020 - Market Size, Development, and Forecasts offers the most up-to-date industry data on the actual market situation, and future outlook for mattresses in the top 5 African countries. The package includes mattress country reports from the following countries:

Kenya, Nigeria, South Africa, Tanzania, Tunisia

The research includes historic data from 2009 to 2015 and forecasts until 2020 which makes the reports an invaluable resource for industry executives, marketing, sales and product managers, consultants, analysts, and other people looking for key industry data in readily accessible documents with clearly presented tables and graphs.

The reports help answer the following questions:

What is the current size of the mattress market in the top 5 African countries?

How is the mattress market divided into different product segments?

How are the overall market and different product segments growing?

How is the market predicted to develop in the future?

What is the market potential compared to other countries?

The latest industry data included in the reports:

Overall mattress market size, 2009-2020

Mattress market size by product segment, 2009-2020

Growth rates of the overall mattress market and different product segments, 2009-2020

Shares of different product segments of the overall mattress market, 2008, 2014 and 2019

Market Potential Rates of the overall mattress market and different product segments

The market data is given for the following product segments:

Cellular plastic and rubber mattresses

Spring interior and stuffed mattresses

Mattress supports

Among the key reasons to purchase include the following:

Gain an outlook of the historic development, current market situation, and future outlook of the mattress market in the top 5 African countries to 2020

Track industry developments and identify market opportunities

Plan and develop marketing, market-entry, market expansion, and other business strategies by identifying the key market opportunities and prospects

Save time and money with the readily accessible key market data included in the reports. The data is clearly presented and can be easily incorporated into presentations and internal reports.

Contents

This industry report package includes country reports from the following countries:

Kenya, Nigeria, South Africa, Tanzania, Tunisia

Below you can find the table of contents for one of the reports. All the reports have a similar structure and content so that different countries can be easily compared with each other.

1. MARKET FOR MATTRESSES IN THE COUNTRY IN QUESTION

Overall Market

Market by Type

Cellular plastic and rubber mattresses

Spring interior and stuffed mattresses

Mattress supports

2. FORECASTS AND FUTURE OUTLOOK

Overall Market

Market by Type

Cellular plastic and rubber mattresses

Spring interior and stuffed mattresses

Mattress supports

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