

# **U.S. Hospitality Mattress Market Size, Share & Trends Analysis Report By Type (Innerspring, Foam, Hybrid), By Size (Single, Double, Queen, King), By End Use (Hotels & Resorts, Vacation Rental, Hostels), And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

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### U.S. Hospitality Mattress Market Summary

The U.S. hospitality mattress market size was estimated at USD 1,896.3 million in 2024 and is expected to grow at a CAGR of 5.0% from 2025 to 2033. The demand for the U.S. hospitality mattress is primarily driven by the need to enhance guest comfort and satisfaction, as a restful sleep experience directly impacts reviews and repeat business. Many hotels now market signature sleep experiences with custom-designed mattresses to differentiate their brand and build customer loyalty.

Additionally, regular renovation and replacement cycles, typically every 5 to 7 years, and growing guest expectations around wellness have increased investment in high-quality mattresses offering orthopedic support, hypoallergenic materials, and improved sleep quality.

Sustainability and ESG commitments are becoming increasingly important in the U.S. hospitality mattress market, as hotels strive to align with environmentally responsible practices and appeal to eco-conscious travelers. This includes adopting mattresses made from organic or recycled materials, such as natural latex, plant-based foams, or recycled steel coils, and adherence to green certifications like CertiPUR-US or GREENGUARD. A notable example is Marriott International's "Sustain Serve 360"

initiative, which incorporates sustainable sourcing practices across its properties, including eco-friendly bedding and mattresses designed to reduce environmental impact while maintaining guest comfort.

One of the main factors boosting demand in the U.S. hospitality mattress market is the ongoing expansion of hotel and resort infrastructure. The country continues to see growth in hotel construction, renovations, and conversions, which directly increases the need for new bedding solutions. According to Lodging Econometrics, between January and March 2025, 161 new hotels with 18,767 rooms opened across the U.S. Additionally, hotel conversion and renovation activities reached a record high in Q1 2025, with 2,050 projects involving 269,435 rooms.

The integration of IoT-enabled mattresses is a growing trend among luxury hotels aiming to enhance the guest experience. These smart mattresses incorporate embedded sensors to track sleep patterns, body movements, temperature, and pressure points, allowing for real-time adjustments to ensure personalized comfort. Especially valuable in the luxury market, this technology improves the sleep experience and fosters guest loyalty.

Major hotel chains in the U.S. actively form partnerships with mattress manufacturers to offer exclusive, brand-specific sleep solutions that meet their guests' expectations. For example, Hilton works with Serta Simmons Bedding to create the proprietary Hilton Serenity Bed, which features individually pocketed coils, gel-infused memory foam, and reinforced edges designed for hotel-grade durability and comfort. These mattresses are sold directly through Hilton to homes. Additionally, Marriott International has formed a strategic partnership with Tempur Sealy Hospitality to supply high-quality mattresses across several hotels, including Marriott Hotels, Sheraton, and Westin. This collaboration ensures consistent sleep comfort by offering a range of Sealy Posturepedic and Tempur-Pedic mattresses specifically tailored to meet brand standards.

## U.S. Hospitality Mattress Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the U.S. hospitality mattress market report by type, size, and end use.

### Type Outlook (Revenue, USD Million, 2021 - 2033)

Innerspring

Foam

Hybrid

Others

Size Outlook (Revenue, USD Million, 2021 - 2033)

Single

Double

Queen

King

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Hotels & Resorts

Vacation Rental

Hostels

Others

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