

Mattress Market Report by Product (Innerspring Mattresses, Memory Foam Mattresses, Latex Mattresses, and Others), Distribution Channel (Online Distribution, Offline Distribution), Size (Twin or Single Size, Twin XL Size, Full or Double Size, Queen Size, King Size Mattress, and Others), Application (Domestic, Commercial), and Region 2024-2032

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Abstracts

The global mattress market size reached US\$ 38.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 64.7 Billion by 2032, exhibiting a growth rate (CAGR) of 5.77% during 2024-2032. The increasing sales of home furnishing products, rising number of hotels, inns, guest houses, and motels in various travel destinations to accommodate tourists and guests, and the growing construction of luxurious residential complexes are some of the major factors propelling the market.

Mattresses are fabric cases filled with resilient and comfortable materials, such as cotton, foam rubber, feathers, or coiled springs, that provide a pleasant sleeping surface. They can also be filled with water, air, or natural fibers. Whether used as standalone beds or placed on bedsteads, mattresses are vital in promoting sound sleep. By keeping the spine in a neutral position, they offer the necessary support and comfort to the body, ensuring proper postural alignment and reducing back pain. They improve sleep quality by helping alleviate nervousness, irritability, headaches, and stress. Nowadays, many mattresses are readily available, offering thickness, firmness, and size options. Furthermore, individuals can customize their mattresses based on height, weight, and personal preferences.

The increasing awareness about the importance of quality sleep and its impact on

overall health and well-being will stimulate the growth of the mattress market during the forecast period. Moreover, the rising disposable incomes and changing consumer lifestyles have accelerated the product adoption rate. As people seek more luxurious and personalized sleeping experiences, they are willing to invest in high-quality mattresses that offer enhanced comfort, durability, and advanced features. Additionally, the escalating demand for mattresses with orthopedic properties due to the rising prevalence of back pain and musculoskeletal disorders propels the market growth. Along with this, numerous innovations in mattress designs, including incorporating memory foam, latex, and hybrid materials that provide optimal support and alleviate pressure points, are other major growth-inducing factors. Moreover, consumers actively seek mattresses made from organic, natural, and recyclable materials, and those with certifications for reduced environmental impact owing to the increasing focus on sustainability and eco-friendly products, thereby propelling the market growth.

Mattress Market Trends/Drivers:

Increase in awareness of sleep health

The increasing awareness of sleep health is a significant driver in the mattress market. As people become more educated about the importance of quality sleep, they recognize its impact on their health and well-being. Research studies highlighting the benefits of adequate sleep-in cognitive function, immune system health, mood regulation, and physical performance have contributed to this heightened awareness. Consumers now understand that a comfortable and supportive mattress is essential for creating an optimal sleep environment. This knowledge has led to a shift in consumer preferences, with individuals actively seeking out mattresses that provide the necessary comfort, support, and pressure relief for a restful sleep experience.

Changing consumer lifestyles and preferences

Changing consumer lifestyles and preferences is pivotal in driving the mattress market. As disposable incomes rise and the emphasis on self-care increases, consumers seek more luxurious and personalized sleeping experiences. They view their bedroom as a sanctuary and recognize the importance of investing in high-quality mattresses that provide ultimate comfort and relaxation. Consumers desire advanced features and customization options to tailor their sleep experiences to their unique needs. This includes adjustable firmness settings, targeted support zones, and specialized materials for temperature regulation or pressure relief. The demand for customization is driven by the understanding that individual sleep preferences can vary greatly, and a one-size-fits-all approach may not meet their specific requirements.

Innovation and technological advancements

The industry is constantly evolving and embracing new technologies and materials to enhance the sleep experience for consumers. These advancements have revolutionized the market and provided unique selling points that cater to the evolving needs and preferences of individuals seeking advanced sleep solutions. Furthermore, the introduction of memory foam offers exceptional pressure relief and personalized support. This material adapts to individual body shapes and distributes weight evenly, reducing the impact on pressure points and promoting proper spinal alignment. Additionally, advancements in memory foam technology have led to the development of gel-infused and open-cell foam, which provide better breathability and temperature regulation, addressing concerns about heat retention often associated with traditional memory foam. Moreover, technological advancements have given rise to smart mattress technologies. These mattresses incorporate sensors, connectivity, and sleep-tracking capabilities to monitor sleep patterns, analyze sleep quality, and provide personalized insights.

Mattress Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mattress market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product, size, application and distribution channel.

Product Insights:

- Innerspring Mattresses
- Memory Foam Mattresses
- Latex Mattresses
- Others

Innerspring mattresses dominate the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes innerspring mattresses, memory foam mattresses, latex mattresses, and others. According to the report, innerspring mattresses represented the largest segment.

Innerspring mattresses have a long-standing reputation and familiarity among consumers. They have been popular for many years, and people often feel comfortable and confident in their performance. They are known for their strong support and bounce. The interconnected coil system provides a sturdy foundation that offers reliable support for the body. This feature appeals to individuals who prefer a firmer sleeping surface and those who value the traditional feel of a spring mattress.

Additionally, the rising demand for innerspring mattresses, which provide a budget-friendly option without compromising on quality, is propelling the segment growth. Furthermore, improved technology and innovation applied to innerspring mattresses are contributing to the segment growth. Manufacturers have incorporated advanced features such as individually pocketed coils, which enhance motion isolation and reduce partner disturbance during sleep.

Distribution Channel Insights:

Online Distribution

Offline Distribution

The majority of the mattresses are distributed through offline channels

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes online distribution and offline distribution. According to the report, offline distribution accounted for the largest market share.

Offline distribution channels continue to dominate the mattress market due to several key factors. The tangible nature of mattresses makes offline channels a preferred choice for many consumers. Being able to physically test and experience the comfort and support of a mattress before making a purchase is a significant advantage that offline retailers offer. Moreover, the ability to lie down on different mattresses and assess their firmness, materials, and overall feel provides a level of assurance and confidence, which is propelling the segment growth.

Apart from this, offline distribution channels provide personalized customer service and expertise. In physical stores, trained sales personnel are available to guide and assist customers in finding the right mattress based on their preferences, sleeping position, and specific needs, accelerating the product adoption rate. Furthermore, offline retailers offering additional services such as delivery, setup, and removal of old mattresses,

which can be cumbersome for customers to arrange themselves, have catalyzed the segment growth.

Size Insights:

Twin or Single Size

Twin XL Size

Full or Double Size

Queen Size

King Size Mattress

Others

King size mattress holds the largest share in the market

A detailed breakup and analysis of the market based on the size has also been provided in the report. This includes twin or single size, twin XL size, full or double size, queen-size, king-size mattress, and others. According to the report, king size mattress accounted for the largest market share.

King mattresses provide ample space for couples or individuals who desire the extra room to stretch out and move comfortably during sleep. The larger size offers freedom of movement, reducing disturbances caused by a partner's movements at night. Additionally, the emerging trend of larger bedroom spaces in homes and apartments has created a need for larger beds and has augmented the demand for king-size mattresses. Moreover, the increasing co-sleeping arrangements and the desire for family or pet-friendly sleeping spaces have accelerated the product adoption rate.

Apart from this, the escalating demand for better sleep quality and the increasing awareness about the importance of undisturbed sleep are contributing to segment growth. Furthermore, the availability of a wide range of bedding accessories, such as sheets, comforters, and decorative pillows specifically designed for king-sized beds, has fueled the product sales.

Application Insights:

Domestic

Commercial

Domestic applications represent the largest segment

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes domestic and commercial. According to the report, domestic applications accounted for the largest market share.

Mattresses are essential to every bedroom, providing the necessary support and comfort for individuals and families to achieve quality sleep. The domestic market caters to diverse consumers, from single individuals to families, who prioritize their sleep experience and invest in mattresses that meet their specific needs and preferences. Moreover, the increasing focus on home aesthetics and interior design plays a significant role in driving the growth of the domestic segment. Apart from this, rising investments by consumers in mattresses that not only offer comfort but also enhance the overall ambiance and aesthetics of their homes is propelling the segment growth. Furthermore, the rising awareness about the importance of sleep health and the impact of a quality mattress on overall well-being fuels the demand within the domestic segment.

Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil
Mexico
Others
Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for mattresses.

Some of the factors driving the Asia Pacific mattress market included its escalating demand for home furnishings, growing health-consciousness among the masses, rising number of e-commerce brands, etc. The significant population size in the Asia Pacific region is a major driver. Moreover, the augmenting demand for mattresses to cater to the bedding needs of individuals and families due to the expanding population is propelling segment growth. The increasing urbanization and growing middle-class population in countries such as China and India have augmented the demand for mattresses as more people seek improved living standards and invest in comfortable sleep solutions. Apart from this, the rapid economic growth and rising consumer disposable incomes in the Asia Pacific region have catalyzed segment growth. Furthermore, changing lifestyles and evolving consumer preferences contribute to the dominance of the Asia Pacific region. As living standards improve, consumers prioritize their sleep experience and seek more luxurious and comfortable bedding solutions.

Competitive Landscape:

The market is experiencing significant growth across the globe because of a rise in purchasing power due to widened bracket of the middle class. Numerous product innovations, such as the launch of smart mattresses integrated with artificial intelligence (AI)-based technology that monitors human health, breathing pattern, and sleeping hours and adjusts the temperature according to the environment while the user sleeps, are driving the market further. Furthermore, the leading manufacturers are offering organic mattresses manufactured using natural and environment-friendly raw materials, including wool, natural latex, and organic cotton, owing to the surging environmental concerns, thereby propelling the market growth. We expect the market to witness new entrants, portfolio consolidation, and increased collaborations to drive healthy

competition within the domain.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Kingsdown Inc.
Kurlon Enterprise Ltd.
Leggett & Platt Incorporated
Paramount Bed Co. Ltd.
Tempur Sealy International
Serta Inc.
Simmons Bedding Company LLC
Sleep Number Corporation
Southerland Inc.
Spring Air International

Recent Developments:

In April 2021, Spring Air International announced its four-model Breathe collection of mattresses, which offers protection from viruses and bacteria for healthier sleep.

In May 2020, Kingsdown Inc. announced the upgradation of its quality air chamber mattress, Sleep Smart Air. This advanced product delivers voice and Wi-Fi activation capabilities through Amazon's Alexa devices.

In March 2022 - Sleep Number Corporation launched its Artificial Intelligence (AI)-based smart bed under the SLEEP NUMBER 360 brand. The innovative product incorporates advanced embedded sensors that proactively monitor and enhance users' sleep and overall health, adapting to their changing requirements.

Key Questions Answered in This Report

1. What was the size of the global mattress market in 2023?
2. What is the expected growth rate of the global mattress market during 2024-2032?
3. What are the key factors driving the global mattress market?
4. What has been the impact of COVID-19 on the global mattress market?
5. What is the breakup of the global mattress market based on the product?
6. What is the breakup of the global mattress market based on the size?
7. What is the breakup of the global mattress market based on the application?
8. What is the breakup of the global mattress market based on the distribution channel?
9. What are the key regions in the global mattress market?

10. Who are the key players/companies in the global mattress market?

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