

South Korea Mattress Market Size, Share, Trends and Forecast by Product, Distribution Channel, Size, Application, and Region, 2026-2034

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Abstracts

The South Korea mattress market size reached USD 833.5 Million in 2025. The market is projected to reach USD 1,514.9 Million by 2034, exhibiting a growth rate (CAGR) of 6.66% during 2026-2034. People are viewing mattresses as an essential part of overall wellness, leading to high demand for ergonomic and premium options. Rising disposable incomes are supporting this shift. Besides this, the broadening of e-commerce portals is making mattress shopping more accessible through online comparisons, trial offers, and home delivery. Younger, tech-savvy shoppers are adopting digital buying options, boosting online sales and fueling the South Korea mattress market share.

SOUTH KOREA MATTRESS MARKET TRENDS:

Increasing awareness about sleep health

Rising awareness about sleep health is fueling the market growth in South Korea. As more people are understanding the link between good sleep and overall well-being, they are actively seeking better sleep environments. Individuals are recognizing that quality mattresses play a crucial role in reducing back pain, improving posture, and enhancing sleep quality. Health professionals and wellness influencers also highlight the importance of proper sleep support, which increases public interest in investing in good mattresses. Educational campaigns, online content, and sleep-focused apps are contributing to this awareness, making people more conscious about their sleep habits. People are consequently moving away from cheap, low-quality options and opting for mattresses that offer ergonomic designs, memory foam, pressure relief, and orthopedic support. Mattress brands are responding by offering more variety, including products

tailored for different sleep styles, body types, and health needs. Additionally, inflating income levels are allowing more people to wager on premium sleep solutions without hesitation. As per industry reports, during Q1 2025, the typical disposable income for households in South Korea was 4,228,000 Won, reflecting a 4.5% rise compared to Q1 2024. With wellness trends growing across all age groups, the mattress is no longer seen as a basic item but as a long-term investment in health. This evolving perception is strongly offering a favorable market outlook.

Broadening of e-commerce portals

The expansion of e-commerce portals is impelling the South Korea mattress market growth. As per the IMARC Group, the South Korea e-commerce market size reached USD 510 Billion in 2024. Online platforms allow people to browse a wide range of mattress brands, types, and sizes from the comfort of their homes. This convenience encourages people to research and compare features, prices, and reviews before making a purchase, which builds confidence in buying mattresses online. E-commerce also supports direct-to-consumer (DTC) business models, where brands sell mattresses without middlemen, often at lower prices and with better customer service. Many online retailers are offering trial periods, free returns, and doorstep delivery, which reduces the hesitation traditionally associated with buying large products online. In addition, younger individuals, who are highly comfortable with digital shopping, are contributing strongly to this trend. Online platforms also make it easier for smaller or niche mattress brands to enter the market and reach customers nationwide. Overall, the growing e-commerce ecosystem in South Korea is making mattress shopping more transparent, affordable, and tailored to user needs, thus changing how people buy sleep products.

SOUTH KOREA MATTRESS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product, distribution channel, size, and application.

Product Insights:

Innerspring Mattresses

Memory Foam Mattresses

Latex Mattresses

Others

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.

Distribution Channel Insights:

Online Distribution

Offline Distribution

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online distribution and offline distribution.

Size Insights:

Twin or Single Size

Twin XL Size

Full or Double Size

Queen Size

King Size Mattress

Others

The report has provided a detailed breakup and analysis of the market based on the size. This includes twin or single size, twin XL size, full or double size, queen size, king size mattress, and others.

Application Insights:

Domestic

Commercial

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes domestic and commercial.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea mattress market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea mattress market on the basis of product?

What is the breakup of the South Korea mattress market on the basis of distribution channel?

What is the breakup of the South Korea mattress market on the basis of size?
What is the breakup of the South Korea mattress market on the basis of application?
What is the breakup of the South Korea mattress market on the basis of region?
What are the various stages in the value chain of the South Korea mattress market?
What are the key driving factors and challenges in the South Korea mattress market?
What is the structure of the South Korea mattress market and who are the key players?
What is the degree of competition in the South Korea mattress market?

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