

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

<https://marketpublishers.com/r/T6EFD899147BEN.html>

Date: August 2026

Pages: 121

Price: US\$ 2,999.00 (Single User License)

ID: T6EFD899147BEN

Abstracts

The Turkey mattress market size reached USD 380.2 Million in 2025. The market is projected to reach USD 610.1 Million by 2034, exhibiting a growth rate (CAGR) of 5.23% during 2026-2034. Hospitality operators are wagering on premium, durable, and ergonomically designed mattresses to meet the expectations of modern tourists who prioritize rest and wellness as a part of their travel experience. Besides this, the rising demand for orthopedic and specialty mattresses is contributing to the expansion of the Turkey mattress market share.

TURKEY MATTRESS MARKET TRENDS:

Rising demand for orthopedic and specialty mattresses

Increasing use of orthopedic and specialty mattresses is positively influencing the market, as people are becoming aware about the connection between sleep quality and overall health. Orthopedic mattresses, intended to support the spine, joints, and body alignment, are becoming increasingly popular among those experiencing back pain, arthritis, and sleep-related issues. Increasing rates of orthopedic conditions and surgeries have intensified the demand for tailored bedding options that enhance comfort and support healing. As per industry reports, in 2024, Turkey conducted more than 85,000 orthopedic surgeries for foreign patients, with projections indicating an increase in 2025. In addition, wellness-conscious individuals, even without medical conditions, are actively investing in specialty mattresses, such as memory foam, latex, and hybrid options, to ensure restful and supportive sleep. Hospitals, clinics, and eldercare facilities are also catalyzing the demand for therapeutic mattresses to enhance patient care. Moreover, inflating disposable income levels and lifestyle upgrades are encouraging

households to spend more on premium sleep solutions rather than traditional bedding. With manufacturers introducing innovative designs and customized comfort levels, orthopedic and specialty mattresses are emerging as one of the fastest-growing segments, leading the mattress market in Turkey towards more health-focused, value-added solutions.

Increasing tourism activities

Rising tourism activities are propelling the Turkey mattress market growth. The continuous influx of international and domestic travelers is catalyzing the demand for hotels, resorts, guesthouses, and short-term rental accommodations, which require high-quality mattresses to provide comfort and enhance the guest experience. As per industry reports, in 2024, Turkey received 52.63 Million foreign tourists, reflecting a 6.9% rise compared to 2023. Hospitality operators are investing in premium, durable, and ergonomically designed mattresses to meet the expectations of modern tourists who prioritize rest and wellness as part of their travel experience. This demand extends not only to luxury hotels but also to budget-friendly and mid-scale accommodations, which are upgrading their facilities to remain competitive. With government initiatives supporting the tourism sector, ongoing broadening of hotel chains, and the rise of digital platforms, the steady increase in tourist arrivals is directly boosting mattress sales. As a result, tourism-driven hospitality expansion has become one of the most influential growth factors in the market.

TURKEY 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:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

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 Turkey mattress market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey mattress market on the basis of product?

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

What is the breakup of the Turkey mattress market on the basis of size?

What is the breakup of the Turkey mattress market on the basis of application?

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

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