

2018-2023 Global Memory Foam Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Memory Foam market for 2018-2023.

Memory foam mattresses are new-generation mattresses with the ability to recover their shape. They are manufactured from a chemical substance called memory foam (polyurethane along with other added chemicals). Memory foam was invented by NASA in 1966 and was called temper foam. Commonly known as memory foam, this type of foam is made of petroleum-based polyurethane and other chemicals and is now being used in mattresses, pillows, and other bedding products.

China and USA are the biggest production areas, with about 54.02% and 27.13% market share separately in 2016. While USA and Europe are still the biggest consumption areas in 2016. There is a big price difference in developed and developing countries which cannot be ignored, in USA and Europe, average sales price of a Memory Foam Mattress is around 950 USD/Unit, while in China the average sales price is only 200 USD/Unit. Under current market status, the price of raw materials may keep rising in a few years, bring a forecast price rising trend in 2017-2022.

The market is relatively concentrated. Three types of players are exist in this market: OEM, ODM and OBM. Key brands in this market are Tempur Sealy, Mlily, Serta Simmons, Sinomax, Corsicana Bedding and some others. There are also many big OEM manufactures like Carpenter, Recticel, Foamex, ZINUS and etc.

The market is expected to witness a boost during the forecast period and there may be more new entrants and product models. The ability of memory foam mattress to provide comfortable sleep is a major factor, which is driving the demand for these mattresses. Residential users are the major end-users. With the recovery in the economy and the

increase in disposable income, there is growing demand for memory foam mattress.

Over the next five years, LPI(LP Information) projects that Memory Foam will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Memory Foam market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Below 10 cm

10-30 cm

Above 30 cm

Segmentation by application:

Home Use

Commercial Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Tempur Sealy

Mlily

Serta

Simmons

Sleemon

Sinomax

Corsicana Bedding

Kingsdown

Restonic

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Memory Foam consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Memory Foam market by identifying its various

subsegments.

Focuses on the key global Memory Foam manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Memory Foam with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Memory Foam submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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