

# Natural Latex Mattress-China Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/N909102F764MEN.html

Date: March 2018

Pages: 146

Price: US\$ 2,980.00 (Single User License)

ID: N909102F764MEN

### **Abstracts**

### **Report Summary**

Natural Latex Mattress-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Natural Latex Mattress industry, standing on the readers? perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Natural Latex Mattress 2013-2017, and development forecast 2018-2023

Main market players of Natural Latex Mattress in China, with company and product introduction, position in the Natural Latex Mattress market

Market status and development trend of Natural Latex Mattress by types and applications

Cost and profit status of Natural Latex Mattress, and marketing status Market growth drivers and challenges

The report segments the China Natural Latex Mattress market as:

China Natural Latex Mattress Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China
Northeast China
East China
Central & South China



#### Southwest China

#### Northwest China

China Natural Latex Mattress Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Dunlop Latex Mattress
Talalay Latex Mattress
Comnined Latex Mattress

China Natural Latex Mattress Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Private Households

Hotels

Hospitals

Others

China Natural Latex Mattress Market: Players Segment Analysis (Company and Product introduction, Natural Latex Mattress Sales Volume, Revenue, Price and Gross Margin):

Hilding Anders

Pikolin

Recticel

Silentnight

Sealy

Simmons

Breckle

Magniflex

Tempur-Pedic

Ekornes

Select Comfort

Serta

Veldeman Group

**Auping Group** 

KingKoil

**Ecus** 

Ruf-Betten



In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.



### **Contents**

#### **CHAPTER 1 OVERVIEW OF NATURAL LATEX MATTRESS**

- 1.1 Definition of Natural Latex Mattress in This Report
- 1.2 Commercial Types of Natural Latex Mattress
  - 1.2.1 Dunlop Latex Mattress
  - 1.2.2 Talalay Latex Mattress
  - 1.2.3 Comnined Latex Mattress
- 1.3 Downstream Application of Natural Latex Mattress
  - 1.3.1 Private Households
  - 1.3.2 Hotels
  - 1.3.3 Hospitals
- 1.3.4 Others
- 1.4 Development History of Natural Latex Mattress
- 1.5 Market Status and Trend of Natural Latex Mattress 2013-2023
- 1.5.1 China Natural Latex Mattress Market Status and Trend 2013-2023
- 1.5.2 Regional Natural Latex Mattress Market Status and Trend 2013-2023

#### CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Natural Latex Mattress in China 2013-2017
- 2.2 Consumption Market of Natural Latex Mattress in China by Regions
- 2.2.1 Consumption Volume of Natural Latex Mattress in China by Regions
- 2.2.2 Revenue of Natural Latex Mattress in China by Regions
- 2.3 Market Analysis of Natural Latex Mattress in China by Regions
- 2.3.1 Market Analysis of Natural Latex Mattress in North China 2013-2017
- 2.3.2 Market Analysis of Natural Latex Mattress in Northeast China 2013-2017
- 2.3.3 Market Analysis of Natural Latex Mattress in East China 2013-2017
- 2.3.4 Market Analysis of Natural Latex Mattress in Central & South China 2013-2017
- 2.3.5 Market Analysis of Natural Latex Mattress in Southwest China 2013-2017
- 2.3.6 Market Analysis of Natural Latex Mattress in Northwest China 2013-2017
- 2.4 Market Development Forecast of Natural Latex Mattress in China 2018-2023
  - 2.4.1 Market Development Forecast of Natural Latex Mattress in China 2018-2023
  - 2.4.2 Market Development Forecast of Natural Latex Mattress by Regions 2018-2023

#### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

3.1 Whole China Market Status by Types



- 3.1.1 Consumption Volume of Natural Latex Mattress in China by Types
- 3.1.2 Revenue of Natural Latex Mattress in China by Types
- 3.2 China Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in North China
  - 3.2.2 Market Status by Types in Northeast China
  - 3.2.3 Market Status by Types in East China
  - 3.2.4 Market Status by Types in Central & South China
  - 3.2.5 Market Status by Types in Southwest China
  - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Natural Latex Mattress in China by Types

### CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Natural Latex Mattress in China by Downstream Industry
- 4.2 Demand Volume of Natural Latex Mattress by Downstream Industry in Major Countries
- 4.2.1 Demand Volume of Natural Latex Mattress by Downstream Industry in North China
- 4.2.2 Demand Volume of Natural Latex Mattress by Downstream Industry in Northeast China
- 4.2.3 Demand Volume of Natural Latex Mattress by Downstream Industry in East China
- 4.2.4 Demand Volume of Natural Latex Mattress by Downstream Industry in Central & South China
- 4.2.5 Demand Volume of Natural Latex Mattress by Downstream Industry in Southwest China
- 4.2.6 Demand Volume of Natural Latex Mattress by Downstream Industry in Northwest China
- 4.3 Market Forecast of Natural Latex Mattress in China by Downstream Industry

### CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF NATURAL LATEX MATTRESS

- 5.1 China Economy Situation and Trend Overview
- 5.2 Natural Latex Mattress Downstream Industry Situation and Trend Overview

## CHAPTER 6 NATURAL LATEX MATTRESS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA



- 6.1 Sales Volume of Natural Latex Mattress in China by Major Players
- 6.2 Revenue of Natural Latex Mattress in China by Major Players
- 6.3 Basic Information of Natural Latex Mattress by Major Players
- 6.3.1 Headquarters Location and Established Time of Natural Latex Mattress Major Players
- 6.3.2 Employees and Revenue Level of Natural Latex Mattress Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

### CHAPTER 7 NATURAL LATEX MATTRESS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Hilding Anders
  - 7.1.1 Company profile
  - 7.1.2 Representative Natural Latex Mattress Product
- 7.1.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Hilding Anders
- 7.2 Pikolin
  - 7.2.1 Company profile
  - 7.2.2 Representative Natural Latex Mattress Product
- 7.2.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Pikolin
- 7.3 Recticel
  - 7.3.1 Company profile
  - 7.3.2 Representative Natural Latex Mattress Product
  - 7.3.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Recticel
- 7.4 Silentnight
  - 7.4.1 Company profile
  - 7.4.2 Representative Natural Latex Mattress Product
- 7.4.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Silentnight
- 7.5 Sealy
  - 7.5.1 Company profile
  - 7.5.2 Representative Natural Latex Mattress Product
  - 7.5.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Sealy
- 7.6 Simmons
  - 7.6.1 Company profile
  - 7.6.2 Representative Natural Latex Mattress Product



- 7.6.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Simmons
- 7.7 Breckle
  - 7.7.1 Company profile
  - 7.7.2 Representative Natural Latex Mattress Product
  - 7.7.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Breckle
- 7.8 Magniflex
  - 7.8.1 Company profile
  - 7.8.2 Representative Natural Latex Mattress Product
  - 7.8.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Magniflex
- 7.9 Tempur-Pedic
  - 7.9.1 Company profile
  - 7.9.2 Representative Natural Latex Mattress Product
- 7.9.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Tempur-Pedic
- 7.10 Ekornes
  - 7.10.1 Company profile
  - 7.10.2 Representative Natural Latex Mattress Product
  - 7.10.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Ekornes
- 7.11 Select Comfort
  - 7.11.1 Company profile
- 7.11.2 Representative Natural Latex Mattress Product
- 7.11.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Select Comfort
- 7.12 Serta
  - 7.12.1 Company profile
  - 7.12.2 Representative Natural Latex Mattress Product
- 7.12.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Serta
- 7.13 Veldeman Group
  - 7.13.1 Company profile
  - 7.13.2 Representative Natural Latex Mattress Product
- 7.13.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Veldeman Group
- 7.14 Auping Group
  - 7.14.1 Company profile
  - 7.14.2 Representative Natural Latex Mattress Product
- 7.14.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of Auping Group
- 7.15 KingKoil
  - 7.15.1 Company profile



- 7.15.2 Representative Natural Latex Mattress Product
- 7.15.3 Natural Latex Mattress Sales, Revenue, Price and Gross Margin of KingKoil
- 7.16 Ecus
- 7.17 Ruf-Betten

### CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF NATURAL LATEX MATTRESS

- 8.1 Industry Chain of Natural Latex Mattress
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

### CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF NATURAL LATEX MATTRESS

- 9.1 Cost Structure Analysis of Natural Latex Mattress
- 9.2 Raw Materials Cost Analysis of Natural Latex Mattress
- 9.3 Labor Cost Analysis of Natural Latex Mattress
- 9.4 Manufacturing Expenses Analysis of Natural Latex Mattress

### **CHAPTER 10 MARKETING STATUS ANALYSIS OF NATURAL LATEX MATTRESS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

#### **CHAPTER 11 REPORT CONCLUSION**

### **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation



- 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
- 12.2.2 Primary Sources
- 12.3 Reference



### I would like to order

Product name: Natural Latex Mattress-China Market Status and Trend Report 2013-2023

Product link: <a href="https://marketpublishers.com/r/N909102F764MEN.html">https://marketpublishers.com/r/N909102F764MEN.html</a>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/N909102F764MEN.html">https://marketpublishers.com/r/N909102F764MEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970