

# Sleeping Mat-EMEA Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/S453EFB6FC8MEN.html>

Date: March 2018

Pages: 135

Price: US\$ 3,480.00 (Single User License)

ID: S453EFB6FC8MEN

## Abstracts

### Report Summary

Sleeping Mat-EMEA Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Sleeping Mat 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 provide useful data and information. Key questions answered by this report include:

Whole EMEA and Regional Market Size of Sleeping Mat 2013-2017, and development forecast 2018-2023

Main market players of Sleeping Mat in EMEA, with company and product introduction, position in the Sleeping Mat market

Market status and development trend of Sleeping Mat by types and applications

Cost and profit status of Sleeping Mat, and marketing status

Market growth drivers and challenges

The report segments the EMEA Sleeping Mat market as:

EMEA Sleeping Mat Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

Europe

Middle East

Africa

EMEA Sleeping Mat Market: Product Type Segment Analysis (Consumption Volume,

Average Price, Revenue, Market Share and Trend 2013-2023):

Single  
Double  
Other

EMEA Sleeping Mat Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Travel  
Home  
Other

EMEA Sleeping Mat Market: Players Segment Analysis (Company and Product introduction, Sleeping Mat Sales Volume, Revenue, Price and Gross Margin):

Jarden  
Columbia  
North Face  
Johnson Outdoors  
Oase Outdoors  
Kathmandu  
Toread

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 SLEEPING MAT**

- 1.1 Definition of Sleeping Mat in This Report
- 1.2 Commercial Types of Sleeping Mat
  - 1.2.1 Single
  - 1.2.2 Double
  - 1.2.3 Other
- 1.3 Downstream Application of Sleeping Mat
  - 1.3.1 Travel
  - 1.3.2 Home
  - 1.3.3 Other
- 1.4 Development History of Sleeping Mat
- 1.5 Market Status and Trend of Sleeping Mat 2013-2023
  - 1.5.1 EMEA Sleeping Mat Market Status and Trend 2013-2023
  - 1.5.2 Regional Sleeping Mat Market Status and Trend 2013-2023

### **CHAPTER 2 EMEA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Sleeping Mat in EMEA 2013-2017
- 2.2 Consumption Market of Sleeping Mat in EMEA by Regions
  - 2.2.1 Consumption Volume of Sleeping Mat in EMEA by Regions
  - 2.2.2 Revenue of Sleeping Mat in EMEA by Regions
- 2.3 Market Analysis of Sleeping Mat in EMEA by Regions
  - 2.3.1 Market Analysis of Sleeping Mat in Europe 2013-2017
  - 2.3.2 Market Analysis of Sleeping Mat in Middle East 2013-2017
  - 2.3.3 Market Analysis of Sleeping Mat in Africa 2013-2017
- 2.4 Market Development Forecast of Sleeping Mat in EMEA 2018-2023
  - 2.4.1 Market Development Forecast of Sleeping Mat in EMEA 2018-2023
  - 2.4.2 Market Development Forecast of Sleeping Mat by Regions 2018-2023

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

- 3.1 Whole EMEA Market Status by Types
  - 3.1.1 Consumption Volume of Sleeping Mat in EMEA by Types
  - 3.1.2 Revenue of Sleeping Mat in EMEA by Types
- 3.2 EMEA Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in Europe

- 3.2.2 Market Status by Types in Middle East
- 3.2.3 Market Status by Types in Africa
- 3.3 Market Forecast of Sleeping Mat in EMEA by Types

## **CHAPTER 4 EMEA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Sleeping Mat in EMEA by Downstream Industry
- 4.2 Demand Volume of Sleeping Mat by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Sleeping Mat by Downstream Industry in Europe
  - 4.2.2 Demand Volume of Sleeping Mat by Downstream Industry in Middle East
  - 4.2.3 Demand Volume of Sleeping Mat by Downstream Industry in Africa
- 4.3 Market Forecast of Sleeping Mat in EMEA by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF SLEEPING MAT**

- 5.1 EMEA Economy Situation and Trend Overview
- 5.2 Sleeping Mat Downstream Industry Situation and Trend Overview

## **CHAPTER 6 SLEEPING MAT MARKET COMPETITION STATUS BY MAJOR PLAYERS IN EMEA**

- 6.1 Sales Volume of Sleeping Mat in EMEA by Major Players
- 6.2 Revenue of Sleeping Mat in EMEA by Major Players
- 6.3 Basic Information of Sleeping Mat by Major Players
  - 6.3.1 Headquarters Location and Established Time of Sleeping Mat Major Players
  - 6.3.2 Employees and Revenue Level of Sleeping Mat 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 SLEEPING MAT MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Jarden
  - 7.1.1 Company profile
  - 7.1.2 Representative Sleeping Mat Product
  - 7.1.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Jarden

## 7.2 Columbia

### 7.2.1 Company profile

### 7.2.2 Representative Sleeping Mat Product

### 7.2.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Columbia

## 7.3 North Face

### 7.3.1 Company profile

### 7.3.2 Representative Sleeping Mat Product

### 7.3.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of North Face

## 7.4 Johnson Outdoors

### 7.4.1 Company profile

### 7.4.2 Representative Sleeping Mat Product

### 7.4.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Johnson Outdoors

## 7.5 Oase Outdoors

### 7.5.1 Company profile

### 7.5.2 Representative Sleeping Mat Product

### 7.5.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Oase Outdoors

## 7.6 Kathmandu

### 7.6.1 Company profile

### 7.6.2 Representative Sleeping Mat Product

### 7.6.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Kathmandu

## 7.7 Tread

### 7.7.1 Company profile

### 7.7.2 Representative Sleeping Mat Product

### 7.7.3 Sleeping Mat Sales, Revenue, Price and Gross Margin of Tread

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF SLEEPING MAT**

### 8.1 Industry Chain of Sleeping Mat

### 8.2 Upstream Market and Representative Companies Analysis

### 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF SLEEPING MAT**

### 9.1 Cost Structure Analysis of Sleeping Mat

### 9.2 Raw Materials Cost Analysis of Sleeping Mat

### 9.3 Labor Cost Analysis of Sleeping Mat

### 9.4 Manufacturing Expenses Analysis of Sleeping Mat

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF SLEEPING MAT**

- 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: Sleeping Mat-EMEA Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/S453EFB6FC8MEN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S453EFB6FC8MEN.html>

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**

Customer signature \_\_\_\_\_

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

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