

India Mattress - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The India Mattress Market size is estimated at USD 2.13 billion in 2024, and is expected to reach USD 3.21 billion by 2029, growing at a CAGR of 8.54% during the forecast period (2024-2029).

The growth of the Indian mattress market is being driven by an increase in income levels, a rise in health consciousness, and expansion in the real estate and hospitality sectors. Today, consumers are increasingly interested in the comfort and function of mattresses which has resulted in a noticeable shift from their perspective. To adapt to changing consumer preferences, mattress manufacturing companies have started offering both offline and online sales channels.

There is a growing demand for customized and luxury mattresses, prompting companies to explore new techniques to optimize their resources and technologies. Mattresses are no longer seen as just consumer goods; they are now seen as a reflection of one's quality of life. The increasing demand for construction in residential and commercial spaces in India is creating more business opportunities for mattress manufacturers. Among the different sizes available, king-size mattresses are the most popular, with comfort being the key factor driving their dominance in the market.

To stay competitive and capture market share, players in the industry are introducing smart features through technological innovations in their mattress products. These mattresses are equipped with sensors to gather information on user sleeping patterns and habits. Additionally, they offer adjustable features to support various sleeping positions. The demand for mattresses with these innovative features is on the rise.

India Mattress Market Trends

Rising Residential Space In India is Driving the Market

The increasing global leadership of the Indian population has driven the need for residential space, creating a favorable market opportunity for mattress manufacturers. Although the Indian mattress market is not fully developed, international mattress manufacturers are establishing their supply chains in India and enticing residential segments with advertisements and attractive offers. The emergence of online sales as distribution channels has made it easier for households to select their preferred mattresses, consequently driving up sales.

There has been a notable increase in residential housing sales throughout India as the residential segment expands its bedding space and anticipates a higher demand for mattresses. Sales in the Indian residential market are projected to rise by 10-15% this year, surpassing 500,000 units. This growth is attributed to the strong supply pipeline, as numerous branded developers acquire land parcels for new launches and venture into new markets to take advantage of the booming housing demand. Major Indian metropolitan cities such as Hyderabad, Bangalore, Mumbai, Gurgaon, Pune, Delhi, and others are at the forefront of this trend, with households possessing a high purchasing power index and a willingness to invest in luxurious and technologically advanced mattresses.

Smart Features In Mattresses is Fueling the Market

The market is witnessing a surge in the availability of different types of mattresses due to product innovation. Technological advancements have enabled mattresses to be equipped with smart features such as sensors and AI-enabled tools, which are attracting the younger generation. One notable development is the emergence of adjustable mattresses with adjustable beds and remote control features. These mattresses can be customized according to the user's comfort level.

Smart mattresses, on the other hand, are equipped with sensors that analyze sleep patterns. These sensors collect data on sleep duration, movements, and even the different stages of sleep. This valuable information helps users make adjustments to improve their sleep quality. Leading brands like The Sleep Company offer smart mattresses that can be controlled remotely through smartphone apps. This allows users to change settings, monitor sleep data, and receive personalized sleep

recommendations. The smart mattresses integrate cutting-edge sensors, responsive foam technology, and intelligent algorithms. This combination enables the mattress to adapt to individual sleep patterns, providing optimal support and comfort throughout the night. With features like adjustable firmness, temperature control, and personalized sleep insights, smart mattresses are designed to enhance sleep quality.

The increasing sales of bedroom furniture, particularly smart mattresses, are contributing to the market's growth. Each year, these products generate significant revenue due to the changing health and hygiene patterns, especially post pandemic. People are now more aware of their sleeping habits and patterns, leading mattress manufacturers to incorporate smart AI features for sleep monitoring. This adaptation to changing consumer behavior helps the manufacturers maintain their market share and competitiveness.

India Mattress Industry Overview

The Indian mattress market is fragmented, with a large number of branded and non-branded players selling a variety of mattresses through local distribution channels. The report covers major players operating in the Indian mattress market. The Indian mattress market is dominated by the unorganized sector. However, the organized sector is now growing with the rising demand for good quality mattresses among Indian consumers. Some of the existing players in the India Mattress market are Duroflex, Springfit, Sheela Foam, and Springwel.

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