

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

<https://marketpublishers.com/r/N7CCAC02971FEN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,750.00 (Single User License)

ID: N7CCAC02971FEN

Abstracts

The Netherlands Sustainable Mattress Market size is estimated at USD 160.71 million in 2024, and is expected to reach USD 207.37 million by 2029, growing at a CAGR of 5.23% during the forecast period (2024-2029).

With a continuously expanding market for mattresses in the Netherlands, consumer behavior to pay extra amounts for sustainable mattresses is also observing an increase, leading to a rise in the market size of mattresses developed sustainably. The annual growth rate of residential property in the Netherlands is positive, resulting in a rising demand for mattresses with sustainable features. Most Dutch people in the Netherlands prefer to live sustainably resulting in an increasing number of consumers making specific preferences towards material used in mattresses while buying them.

South Holland, North Holland, North Brabant, and Gelderland are among the provinces in the Netherlands with the largest number of inhabitants, driving the demand and market revenue for sustainable mattresses. Natural mattresses consist of inner fillings made up of materials like wool, cotton, and bamboo with specific significance for people suffering from allergies or asthma. Sustainable mattresses exist with features of regulate the body temperature and help to get a restful night's sleep.

The market share of organic retail in the Netherlands has observed a continuous rise over the years, with a small decline during the pandemic, creating a positive externality for sales of organic/sustainable mattresses. Around 78% of the consumer purchase decisions in the Netherlands are influenced by sustainability, making sustainable mattresses an emerging market over the coming period. These trends are leading mattress manufacturers in the region to invest in designing and expanding sustainable

mattresses in the country.

Netherlands Sustainable Mattress Market Trends

Rising Demand for Sustainable Products

A significant share of consumer purchasing decisions in the Netherlands, at around 78%, are influenced by sustainability. Sustainable mattresses are made using materials like latex, cotton, and wool and are helping people to include more sustainable products in their bedding furniture. In the Netherlands, people are willing to pay almost 10% extra for buying sustainable mattresses, resulting in manufacturers charging slightly higher prices for sustainable/organic mattresses in comparison to synthetic mattresses. The sustainable mattress provides significant benefits to the buyers more than their cost with their capacity to regulate temperature, allowing the user to get better sleep. Sustainable mattresses are more durable, flexible, and long-lasting with fibers present in them as compared to synthetic mattresses. These benefits are leading to an increasing number of people adopting sustainable mattresses in the Netherlands.

Rise in Mattress Sales

Post-COVID-19 revenue of the mattress market in the Netherlands has observed a continuous increase in sales, creating a positive externality for the sales of sustainable mattresses in the country as well. With the advent of COVID-19, spending on bedding furniture in the country observed a continuous increase, leading mattress manufacturers to expand their mattress products, including synthetic and natural segments. By using advertisements and online product availability, manufacturers are focusing on expanding the market size with varying features of sustainable mattresses among the people. Rising overnight stays in hotels post-COVID-19 are leading to rising demand for mattresses from hotels, with sustainable mattresses emerging as a significant option for hotels to provide their guests with a comfortable and restful sleeping experience. These rising trends in sales of mattresses are leading to an increasing penetration of sustainable mattresses in the Netherlands.

Netherlands Sustainable Mattress Industry Overview

Netherlands' sustainable mattress market is partially fragmented, with an increasing number of players entering the market with expansion and existing businesses of sustainable mattresses. Manufacturers are making available sustainable mattresses made up of different organic materials as per consumer needs. Some of the existing players in the Netherlands' sustainable mattress market are Auping, Dutch Craft, IKEA, MATT, and Ecolife.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Contents

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Increase in Bedding Spaces with Rising Houses
- 4.3 Market Restraints
 - 4.3.1 Comparatively Higher Price of Sustainable Mattress then Synthetic Mattress
- 4.4 Market Opportunities
 - 4.4.1 Rising demand for Temperature Regulating Mattress
 - 4.4.2 Demand for Varying Sizes of Sustainable Mattress from Residential and Commercial Segment
- 4.5 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.5.1 Bargaining Power of Suppliers
 - 4.5.2 Bargaining Power of Buyers
 - 4.5.3 Threat of New Entrants
 - 4.5.4 Threat of Substitutes
 - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Technological Innovations in Netherlands Sustainable Mattress Market
- 4.7 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Organic Innerspring Mattress
 - 5.1.2 Natural Latex Mattress
 - 5.1.3 Plant Based Memory Foam Mattress
- 5.2 By Application
 - 5.2.1 Residential

5.2.2 Commercial

5.3 By Distribution Channel

5.3.1 Online

5.3.2 Offline

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration Overview

6.2 Company Profile

6.2.1 Auping

6.2.2 Dutch Craft

6.2.3 IKEA

6.2.4 MATT

6.2.5 Dutch Craft

6.2.6 Birch Living

6.2.7 Eastborn Marine

6.2.8 Emma Sleep

6.2.9 M Line

6.2.10 Hml Bedding

6.2.11 Caresse

6.2.12 Swiss Sense*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

I would like to order

Product name: Netherlands Sustainable Mattress - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

Product link: <https://marketpublishers.com/r/N7CCAC02971FEN.html>

Price: US\$ 4,750.00 (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 <https://marketpublishers.com/r/N7CCAC02971FEN.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

