

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

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Abstracts

The United States Mattress Market size is estimated at USD 18.47 billion in 2024, and is expected to reach USD 22.5 billion by 2029, growing at a CAGR of greater than 4% during the forecast period (2024-2029).

The prevalence of sleep disorders and back pain drives the United States mattress market. The real estate sector is driven by the need to serve the residential segment, which has increased home furnishings such as mattresses, pillowcases, and bed linen products. During the pandemic, people were not willing to leave the comfort of their homes. This has led to a boom in e-commerce, and companies are developing innovative strategies to make it easier for customers to buy mattresses from the comfort of their homes.

Customized mattresses are one of the most popular trends in the mattress market. The twin-size bed is a popular choice among households in the United States. The commercial segment is also expected to grow in the mattress market, as hospitality sectors such as hotels, hospitals, and luxury spas need beds to serve customers. Smart mattresses are also gaining popularity as these can analyze breathing and heart rates, which helps calculate the time a person spends in REM (rapid eye movement sleep) and deep sleep. With the continuous innovation and progress of network connection and control technology, intelligence may inevitably penetrate the traditional home furnishing industry to form a new smart home furnishing industry. Moreover, connecting smart mattresses with communication technologies, such as Long-Term Evolution, 4G, and 3G, with connected devices is expected to augment the demand for smart mattresses.

United States Mattress Market Trends

Memory-Foam Mattresses Dominated the United States Mattress Market

The memory foam mattress segment is the fastest-growing mattress segment in the United States due to the growing awareness of health and proper body posture during sleep. These mattresses help reduce allergies and are suitable for side-sleep people. The mattress usually fits the body perfectly and helps reduce body stress and muscle pain. The memory foam mattress industry is expected to expand steadily over the following years. The benefits of a memory foam mattress include proper spine alignment and pressure point relief. It also helps in resisting dust mites, allergens, and more. The memory foam mattress is compatible with a variety of adjustable beds. This makes it a popular choice among consumers and is the main reason behind the growth of this segment.

Increasing Disposable Income in the United States is Driving the Market

It is observed that the disposable income of the people in the United States has been increasing y-o-y. With increasing disposable income, consumers buy more home furnishing goods, including mattresses. This is also likely to drive the revenue of mattress specialty stores. As the consumer becomes more aware of innovations in the market, the demand for high-end luxury mattresses may also rise. Online channel distributors are also taking advantage of this and developing ideas to make mattresses fit in a box so they can be quickly delivered to consumers.

United States Mattress Industry Overview

The US mattress market is moderately consolidated, with brands such as Serta Simmons Bedding LLC, Tempur Sealy International Inc., Casper Inc., Saatva Inc., and Purple Innovations Inc. holding a high market share. However, there are various small players present in the market. Companies are following merger and acquisition strategies to remain competitive in the market. Omni-channel distribution is also taking place in the market to deal with all the different client bases in the mattress market.

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