

# Indian Air Mattress Market Outlook 2018

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## Abstracts

The alternating pressure mattress or antidecubitus mattress industry in India is unregulated and has been observing continuous budding of importers. The industry's analysis predicts modest growth in future, as a result, it can potentially be a profitable business for manufacturers and importers planning to make foray into this market.

In their latest research study, "Indian Air Mattress Market Outlook 2018", RNCOS analysts have identified the market for alternating pressure mattresses as estimated at around INR 200 Million for the year 2013. The future of this market is bright in the years to come as the healthcare infrastructure in the country is improving and it is anticipated that more and more people will become aware of such mattresses. In addition, with increases in the ageing population and lifestyle diseases, which make people prone to developing pressure ulcers, it is anticipated that this market will grow at a CAGR of around 10.5% during 2013-2018. In 2013, China and Taiwan were the leading countries from where these mattresses were imported in India.

Our report covers analysis of alternating pressure mattress sales in India. The report analyzes such mattresses' sales by type (PU and PVC) while mainly covering the current and future markets of alternating pressure mattress during 2013 to 2018. The markets have been weighed in value and volume on the basis of the price ranges and segmentation by type of material (PU and PVC).

This report also covers the distribution network of Chinese/Taiwanese brands and European/American brands, tax structure and government regulation. Besides, it also covers the industry drivers and challenges which are affecting the industry's growth.

A thorough analysis has been conducted on industry players covering their business overview, distribution network, product portfolio, financial overview and business strategies. Through this extensive research work, RNCOS aims to present optimum

information and a balanced research outlook on the potentials of the alternating pressure mattress market in India.

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