

# **Australia Mattress Market, By Type (Innerspring, Memory Foam, Latex, Others), By End Use (Residential, Commercial), By Distribution Channel (Offline, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The Australia Mattress Market reached a valuation of USD 208.19 million in 2024 and is projected to grow to USD 270.63 million by 2030, registering a CAGR of 4.53% during the forecast period. The market is witnessing dynamic growth driven by increased consumer emphasis on sleep health, technological innovations, and evolving purchasing preferences. Heightened awareness around the benefits of quality sleep has fueled demand for ergonomically designed mattresses with features such as orthopedic support, temperature regulation, and hypoallergenic properties. Additionally, the expansion of e-commerce and direct-to-consumer channels has reshaped how Australians shop for mattresses. With over 5.6 million households shopping online monthly as per the 2023 Australia Post eCommerce Industry report, new market entrants have ample opportunities to scale, further propelling market growth.

### Key Market Drivers

#### Rising Consumer Awareness About Sleep Health

An increasing focus on sleep as a critical component of overall health and wellness is a major driving force in the Australian mattress market. As public health initiatives and scientific research underscore the consequences of inadequate sleep on physical and mental well-being, more Australians are prioritizing better rest. This shift has led to rising

demand for mattresses that enhance comfort and provide orthopedic benefits, helping to improve sleep posture and alleviate issues like back pain and sleep apnea. Consumers are also drawn to features that foster deeper, uninterrupted rest, contributing to holistic health and daily performance.

## Key Market Challenges

### Intense Competition and Market Saturation

The Australian mattress sector faces substantial challenges from a saturated marketplace dominated by numerous local and global brands. With traditional manufacturers, emerging direct-to-consumer startups, and major retail chains competing across a wide price and product spectrum, distinguishing offerings has become increasingly difficult. Heavy investments in advertising and innovation result in a continuous influx of new mattress models featuring technologies like memory foam and hybrid materials. However, this abundance of choices contributes to market congestion, making customer acquisition and retention more complex and reducing overall brand loyalty.

## Key Market Trends

### Increasing Demand for Memory Foam and Hybrid Mattresses

The Australian mattress market is witnessing a clear shift toward memory foam and hybrid mattress technologies. These alternatives to traditional innerspring models are favored for their superior support, pressure relief, and motion isolation—features particularly appealing to consumers experiencing back or joint pain. Memory foam adapts to the sleeper's body, enhancing spinal alignment, while hybrid models offer the combined benefits of foam layers and spring systems, appealing to a wider range of comfort preferences. This trend is accelerating the transition to modern mattress solutions.

## Key Market Players

Australian Comfort Group

Dyer Holdings Pty. Ltd. - Sealy of Australia

Joyce Corporation Ltd

AH Beard Holdings Pty Ltd.

Wonderest Ltd.

Koala Sleep Pty. Ltd.

Sleeping Duck Mattress

Ecosa Mattress

Tontine Pty. Ltd.

Tempur Australia Pty Ltd.

#### Report Scope:

In this report, the Australia Mattress Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Australia Mattress Market, By Type:

Innerspring

Memory Foam

Latex

Others

#### Australia Mattress Market, By End Use:

Residential

Commercial

#### Australia Mattress Market, By Distribution Channel:

Offline

Online

Australia Mattress Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Mattress Market.

Available Customizations:

Australia Mattress Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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