

Global Smart Bedding Market By Product Type (Smart Mattress, Smart Pillow, Others includes Smart Duvet, Smart Mattress Pad, etc.), By Application (Residential, Hospital, Hospitality), By Distribution Channel (Specialty Store, Supermarket & Hypermarket, Online, Others (Retail Stores, Non-Retail Stores)), By Region, Competition Forecast and Opportunities, 2027

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Abstracts

The global smart bedding market is anticipated to project robust growth in the forecast period, 2022E-2027F, with an impressive CAGR of 8.58% on account of increasing population, economic development, and consumer purchasing power. A smart bedding is a combination of various products that influence the comfort of its users with the addition of a device that supports its use for a better sleep cycle.

North America and Europe are the major target regions for the smart beddings with the notion of increasing preference for these products in these developed economies, where the adoption of technologically advanced products is higher. Smart Beddings are particularly popular in North America owing to the rising consumption and the majority of smart bedding companies operating in the United States, such as Eight Sleep Inc., Sleep Number Corp., and Simmons Bedding Company.

A significant percentage of growth from North American and European consumers is due to the growing relevance of sleeping aid products in response to changing lifestyles, customer preferences for smart accessories, rising urbanization, and growing health issues. Moreover, according to a Daily Dozers survey, people in Mexico, Chile, Saudi Arabia, Colombia, South Korea, Qatar, Hong Kong, Japan, the United Arab Emirates, and Kuwait sleep for no longer than seven hours per night. Sleep deprivation affects

memory loss, obesity, lowered immunity, melancholy, chronic sickness, and hormone imbalance.

The products like the smart pillow and smart mattress help track the movements as an individual sleeps and provides regular information on the sleep quality and how long an individual slept for. In addition, they and other smart bedding products like smart duvets and smart mattress pads offer cooling technology, ergonomic assistance, and guided meditation. These features are anticipated to boost the demand for the device over the coming years.

Rising Internet Penetration to Boost the Market Growth

Due to the increasing reliance on the internet owing to the rising use of the Internet of Things (IoT), the focus of companies has shifted towards making all gadgets smarter nowadays, which entails providing them with the ability to communicate, which is frequently accomplished by utilizing Bluetooth or Wi-Fi connectivity. For instance, the Sleep Number IT Bed features sensors embedded into the mattress that can detect pressure changes 'hundreds of times per second'; and this technology is known as SleepIQ. The actual data is transferred through Bluetooth to an iOS or Android-powered smartphone or tablet. Additionally, the SleepIQ API enables the data injection from other intelligent devices so that the bed may recommend improved sleeping practices.

Increasing Preferences for Smart Home Appliances is Aiding the Market Growth

Consumers' preference for smart technology-based products within day-to-day livelihood has grown in popularity over time. With the continuous upgradation in the household-driven product's technology, the acceptability of smart beddings is increasing among the primary target audience, such as married couples, the working population, bachelors, and single families. Smart Bedding sales are also likely to be boosted by the widespread availability of various features such as sleep tracking, automatic mattress firmness adjustment, climate control (heating/cooling), smart fabric technology, adjustable bed bases, anti-snoring features, Internet of Things (IoT) and smart home connectivity. This factor is expected to drive the demand for the global smart bedding market during the forecast period.

Rising Innovation is Fueling the Market Growth

With the rising innovation in the offered category of smart bedding, new companies tend to focus on launching technologies entirely new to the market. For instance, Huawei

introduced the Smart Choice MOK PLANET Smart Latex Pillow in 2020. The pillow can begin monitoring statistics like heart and respiration rates when the user lies down. Moreover, in 2020 the market witnessed the formal debut of MAETEL's pillow product on Kickstarter. After four years of research and development, MATTEL unveiled ZEREMA its pillow brand with the combination of cutting-edge features such as auto-height adjustment and smart pillows that reduce snoring. The company is focusing more on the next-generation smart bedding products that attract consumers.

Market Segmentation

The global smart bedding market is segmented based on product type, application, distribution channel, region, and competition landscape. On the basis of product type, the market is further fragmented into smart mattress, smart pillow, and others including smart duvet, smart mattress pad. Based on application, the market is segmented into residential, hospital and hospitality. Furthermore, on the basis of distribution channel, the market is segmented into Specialty Store, Hypermarket/Supermarket, Online & Others. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa. However, the United States market is expected to register a CAGR of 7.43% in the forecast years.

Company Profiles

Eight Sleep Inc., Tempur Sealy International Inc., Sleep Number Corporation, Emma Sleep GmbH, Variowell Development GmbH, Naturaliterie, iOBED Inc., Responsive Surface Technology LLC, GioClavis Co. Ltd., 10minds Co., Ltd., etc. are among the major market players in the global smart bedding market.

Report Scope:

In this report, global smart bedding market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Smart Bedding Market, By Product Type:

Smart Mattress

Smart Pillow

Others

Smart Bedding Market, By Application:

Residential

Hospital

Hospitality

Smart Bedding Market, By Distribution Channel:

Specialty Store

Supermarket & Hypermarket

Online

Others

Smart Bedding Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Netherlands

Belgium

Asia-Pacific

China

Japan

South Korea

Australia

New Zealand

South America

Brazil

Colombia

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

South Africa

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global smart bedding market.

Available Customizations:

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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