

Mattress Market with Focus on U.S. and Canada: Industry Analysis & Outlook (2018-2022)

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Abstracts

A mattress is a large pad for supporting the reclining body, used as a bed or as part of a bed. Mattresses may consist of a quilted or similarly fastened case, usually of heavy cloth, that contains hair, straw, cotton, foam rubber, etc., or a framework of metal springs. Mattresses may also be filled with air or water. Mattresses are usually placed on top of a bed base which may be solid, as in the case of a platform bed, or elastic, e.g. with an upholstered wood and wire box spring or a slatted foundation. Mattresses may also be filled with air or water, or a variety of natural fibers, such as in futons.

In the year 2017, the global mattress market was moving forward at a rapid rate with increase in the consumer spending, growth in the construction sector and home renovation. Significant growth in the market is expected in future because of rise of online retailers and effective use of advertisements and introduction of innovative products. The manufacturers would attract the consumers with the launch of various innovative product offerings and startups would increase the demand for mattresses.

The US dominated the global mattress market with extensive digital marketing and advertisement network. Change in the lifestyle of working population and requirement of convenient and fast purchasing options helped in the expansion of mattress market in U.S. as well as Canada. The importance and awareness of the technology is becoming the focus for manufacturing industries as well as consumers, which would lead to a significant progress in the coming years.

The mattress market remained quite consolidated in 2017. Sleep Country Canada Holdings, Dorel Industries, Sleep Number Corporation and Tempur Sealy International were the key players in the market. Advancement in technology like online branding and introduction of smartphone applications would show promising development in mattress

market. The U.S. mattress market also remained consolidated with Sealy, Serta, Simmons and Tempur Pedic as key players. The companies are further expanding their operations and production through digital network, specialized manufacturing and advertisements.

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