

Specialty Segment Drives US Bedding Market

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The specialty (non-innerspring) segment of the bedding market is growing rapidly with increasing demand of specialty mattresses. Latex is in great demand. Larger beds and advanced technologies (and materials) have driven the average unit selling prices. The greater disposable income of the baby boomers and larger homes with more bedrooms are key factors contributing to the growth of the market.

The industry is fairly concentrated at the manufacturer level but highly fragmented at the retailer level. Sealy, Simmons, and Serta lead the market while specialty mattress manufacturers Tempur-Pedic and Select Comfort have increased their market share in the last few years. The retail market is dominated by bedding specialists, followed by furniture stores. New flammability standards to avoid frequent mattress fires have forced manufacturers to look beyond comfort and luxury when designing their mattresses.

This report analyzes the bedding market in the US. Apart from providing a competitive landscape of the market, the report also profiles the major bedding producers, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the bedding market.

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