Global Mattress Market Size, Share, Development, Growth and Demand Forecast to 2022 - Industry Insights by Product (Innerspring, Memory Foam, Latex, Others)

Description: The increasing population and growing numbers of nuclear families has been increasing the demand for houses, and consequently the market for mattress globally. The increasing migration of people from rural to urban areas, mainly in the Middle East and Asia-Pacific regions is also propelling the demand for mattresses. Owing to the surging property prices, home ownership is becoming one of the factors for social recognition in highly populated countries, such as India and China. The governments in several countries have also considered home ownership, as an important policy goal, and consequently they incentivize it by creating mortgage interest payments.

The demand for mattresses is also being propelled by the growing health concern of consumers. The increasing busier day schedules of the people are inducing mental tiredness in them, thus necessitating the need of a sound sleep. The focus on sleep quality is becoming important in the developed countries, which is resulting in increasing adoption of premium mattresses in these countries. On the other hand, the Asian consumers are increasing their mattress budget to use technologically advanced mattresses, as compared to their traditional cotton-filler mattresses. These factors are emerging as opportunity for market players in the industry.

The different mattress consumers have separate needs for them and according to their need; they are categorized into five groups, as sleep sufferers, mattress involveds, healthy and content, brand selectors, and apathetics. Sleep sufferers are the consumers not able to get a good sleep and experience many sleeping problems. Healthy and content category includes the consumers generally over 60 years of age having least chances that their children are less than 18 years of age. Mattresses of this category include the consumers who are young and have higher incomes so as to pay for a premium mattress. Brand selectors are the consumers, who believe that the quality of a mattress largely depends on its brand name. The apathetics category generally includes males with lower income, who use the mattresses for longer period as compared to other categories.

With increased number of consumers' shifting towards large houses, the numbers of bedrooms in the houses are also increasing, which is consequently propelling the growth of the global mattresses market. Approximately 140,000 new homes were built in the U.K. in 2014, which is 3.7% increase, as compared to that in 2013. The number of homes with more bedrooms has also been increasing in the country. The rising divorce rate is one of the key reasons for the growing demand for property with more bedrooms, as parents may have extra rooms for their divorced children when they come to stay.

Consumer’s buying habits have been changing due to increase in public awareness on environmental issues. This has led to a shift in consumers’ buying behavior, which is favorable for the environment. Large numbers of consumers are now choosing natural and organic products due to changes in buying habits. The eco-friendly mattresses are generally made of naturally occurring materials and alternatives having less chemical and ecological impact than conventional mattresses.

Polyurethane foam, polyethylene foam, polyester, and steel innerspring components are the key raw materials for mattress. The increase price of raw materials, owing to the price increase of petroleum and steel severely affects the mattress industry. The manufacturers either have to increase price of the final product to offset their increased investment in raw material procurement, or they have to compromise with their profit margins.

The major companies operating in the global mattress market include Tempur Sealy International Inc., Simmons Bedding Company LLC, Spring Air International Inc. LLC, Select Comfort Corporation, Kingsdown Inc., Reydon Beds, Southerland Bedding, and Corsicana Bedding Inc.

Contents: 1. Research Scope & Methodology 1.1 Market Definition
1.2 Market Scope
1.2.1 Market breakdown by product
1.2.2 Market breakdown by country
1.3 Research Methodology and Sources

2. Executive Summary
2.1 Key Findings
2.2 Research Summary

3. Market Outlook
3.1 Introduction
3.1.1 Value chain analysis
3.2 Trend in the Mattress Market
3.2.1 Consumers preferring customized mattresses
3.3 Opportunities in the Mattress Market
3.3.1 Increasing number of health conscious consumers
3.3.2 Growing demand for eco-friendly mattresses
3.4 Factors Driving the Growth of Market and its Impact on Market Forecast
3.4.1 Increasing home ownership rate
3.4.2 Increasing number of households with more bedroom
3.4.3 Impact analysis of drivers on market forecast
3.5 Factors Hindering the Growth of Market and its Impact on Market Forecast
3.5.1 Volatile prices of petroleum and steel-based raw materials
3.5.2 High cost of mattresses
3.5.3 Impact analysis of restraints on market forecast

4.1 Global Mattress Market, by Product
4.1.1 Innerspring mattress
4.1.2 Memory foam mattress
4.1.3 Latex mattress
4.1.4 Others
4.2 Global Mattress Market, by Region

5. Global Mattress Market, by Geography
5.1 North America Mattress Market
5.1.1 North America mattress market, by product
5.1.2 North America mattress market, by country
5.1.2.1 U.S. mattress market, by product
5.1.2.2 Canada mattress market, by product
5.2 Europe Mattress Market
5.2.1 Europe mattress market, by product
5.2.2 Europe mattress market, by country
5.2.2.1 Germany mattress market, by product
5.2.2.2 France mattress market, by product
5.2.2.3 Italy mattress market, by product
5.2.2.4 U.K. mattress market, by product
5.3 Asia-Pacific Mattress Market
5.3.1 Asia-Pacific mattress market, by product
5.3.2 Asia-Pacific mattress market, by country
5.3.2.1 Greater China mattress market, by product
5.3.2.2 Japan mattress market, by product
5.3.2.3 India mattress market, by product
5.3.2.4 Indonesia mattress market, by product
5.3.2.5 Australia mattress market, by product
5.3.2.6 New Zealand mattress market, by product
5.4 Rest of the World Mattress Market
5.4.1 Rest of the world mattress market, by product
5.4.2 Rest of the world mattress market, by sub-region
5.4.2.1 Latin America mattress market, by product
5.4.2.1.1 Brazil mattress market, by product
5.4.2.1.2 Mexico mattress market, by product
5.4.2.2 Central America mattress market, by product
5.4.2.2.1 Guatemala mattress market, by product
5.4.2.3 Andean region mattress market, by product
5.4.2.3.1 Peru mattress market, by product
5.4.2.3.2 Colombia mattress market, by product
5.4.2.3.3 Chile mattress market, by product
5.4.2.4 Middle East & Africa mattress market, by product
5.4.2.4.1 U.A.E. mattress market, by product
5.4.2.4.2 Saudi Arabia mattress market, by product
5.4.2.4.3 Egypt mattress market, by product

6. Buyer Behavior Analysis
6.1 Buyer Decision Process in the Mattress Market
6.2 Sleeping Pads: High Hazard & Low Compensate
6.2.1 The sleeping pad class falls in the high-risk/low-reward classification

7. Competitive Positioning & Market Share Analysis
7.1 Porter's Five Forces of Competitive Position Analysis
7.1.1 Bargaining power of buyers
7.1.2 Bargaining power of suppliers
7.1.3 Threat of new entrants
7.1.4 Intensity of rivalry
7.1.5 Threat of substitutes
7.2 Global Mattress Market Share, by Company
7.3 Competitive Positioning of Mattresses Across Regions

8. Company Profiles and Strategic Developments
8.1 Key Company Profiles
8.1.1 Spring Air International Inc. LLC
8.1.1.1 Business overview
8.1.1.2 Product and service offerings
8.1.2 Kingsdown, Inc.
8.1.2.1 Business overview
8.1.2.2 Product and service offerings
8.1.3 Select Comfort Corporation
8.1.3.1 Business overview
8.1.3.2 Product and service offerings
8.1.4 Simmons Bedding Company LLC
8.1.4.1 Business overview
8.1.4.2 Product and service offerings
8.1.5 Serta, Inc.
8.1.5.1 Business overview
8.1.5.2 Product and service offerings
8.1.6 Tempur Sealy International, Inc.
8.1.6.1 Business overview
8.1.6.2 Product and service offerings
8.1.7 Relyon Beds
8.1.7.1 Business overview
8.1.7.2 Product and service offerings
8.1.8 Southerland Bedding
8.1.8.1 Business overview
8.1.8.2 Product and service offerings
8.1.9 Corsicana Bedding, Inc.
8.1.9.1 Business overview
8.1.9.2 Product and service offerings
8.1.10 McRoskey Mattress Company
8.1.10.1 Business overview
8.1.10.2 Product and service offerings
8.1.11 Key Strategic Developments
8.1.11.1 Product launch
8.1.11.2 Partnerships and agreements
8.1.11.3 Showroom and sales tool launch
8.1.11.4 Others
9. Appendix
9.1 List of Abbreviations

Table of Content:
Table 1 Specific Primary and Secondary Sources Used for This Publication
Table 2 Global Mattress Market Snapshot
Table 3 Drivers for The Market: Impact Analysis
Table 4 Restraints for The Market: Impact Analysis
Table 5 Global Mattress Market, by Product, $M (2012 - 2015)
Table 6 Global Mattress Market, by Product, $M (2016 - 2022)
Table 7 Global Mattress Market, by Region, $M (2012 - 2015)
Table 8 Global Mattress Market, by Region, $M (2016 - 2022)
Table 9 North America Mattress Market, by Product, $M (2012 - 2015)
Table 10 North America Mattress Market, by Product, $M (2016 - 2022)
Table 11 North America Mattress Market, by Country, $M (2012 - 2015)
Table 12 North America Mattress Market, by Country, $M (2016 - 2022)
Table 13 U.S. Mattress Market, by Product, $M (2012 - 2015)
Table 14 U.S. Mattress Market, by Product, $M (2016 - 2022)
Table 15 Canada Mattress Market, by Product, $M (2012 - 2015)
Table 16 Canada Mattress Market, by Product, $M (2016 - 2022)
Table 17 Europe Mattress Market, by Product, $M (2012 - 2015)
Table 18 Europe Mattress Market, by Product, $M (2016 - 2022)
Table 19 Europe Mattress Market, by Country, $M (2012 - 2015)
Table 20 Europe Mattress Market, by Country, $M (2016 - 2022)
Table 21 Germany Mattress Market, by Product, $M (2012 - 2015)
Table 22 Germany Mattress Market, by Product, $M (2016 - 2022)
Table 23 France Mattress Market, by Product, $M (2012 - 2015)
Table 24 France Mattress Market, by Product, $M (2016 - 2022)
Table 26 U.K. Mattress Market, by Product, $M (2016 - 2022)
Table 27 Asia-Pacific Mattress Market, by Product, $M (2012 - 2015)
Table 28 Asia-Pacific Mattress Market, by Product, $M (2016 - 2022)
Table 29 Asia-Pacific Mattress Market, by Country, $M (2012 - 2015)
Table 30 Asia-Pacific Mattress Market, by Country, $M (2016 - 2022)
Table 31 Greater China Mattress Market, by Product, $M (2012 - 2015)
Table 32 Greater China Mattress Market, by Product, $M (2016 - 2022)
Table 33 Japan Mattress Market, by Product, $M (2012 - 2015)
Table 34 Japan Mattress Market, by Product, $M (2016 - 2022)
Table 35 India Mattress Market, by Product, $M (2012 - 2015)
Table 36 India Mattress Market, by Product, $M (2016 - 2022)
Table 37 Indonesia Mattress Market, by Product, $M (2012 - 2015)
Table 38 Indonesia Mattress Market, by Product, $M (2016 - 2022)
Table 39 Australia Mattress Market, by Product, $M (2012 - 2015)
Table 40 Australia Mattress Market, by Product, $M (2016 - 2022)
Table 41 New Zealand Mattress Market, by Product, $M (2012 - 2015)
Table 42 New Zealand Mattress Market, by Product, $M (2016 - 2022)
Table 43 Row Market Mattress Market, by Product, $M (2012 - 2015)
Table 44 Row Market Mattress Market, by Product, $M (2016 - 2022)
Table 45 Row Mattress Market, by Sub-Region, $M (2012 - 2015)
Table 46 Row Mattress Market, by Sub-Region, $M (2016 - 2022)
Table 47 Latin America Market Mattress Market, by Product, $M (2012 - 2015)
Table 48 Latin America Market Mattress Market, by Product, $M (2016 - 2022)
Table 49 Brazil Mattress Market, by Product, $M (2012 - 2015)
Table 50 Brazil Mattress Market, by Product, $M (2016 - 2022)
Table 51 Central America Mattress Market, by Product, $M (2012 - 2015)
Table 52 Central America Mattress Market, by Product, $M (2016 - 2022)
Table 53 Guatemala Mattress Market, by Product, $M (2012 - 2015)
Table 54 Guatemala Mattress Market, by Product, $M (2016 - 2022)
Table 55 Andean Region Mattress Market, by Product, $M (2012 - 2015)
Table 56 Andean Region Mattress Market, by Product, $M (2016 - 2022)
Table 57 Peru Mattress Market, by Product, $M (2012 - 2015)
Table 58 Peru Mattress Market, by Product, $M (2016 - 2022)
Table 59 Columbia Mattress Market, by Product, $M (2012 - 2015)
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