India Mattresses Market Outlook to 2020 - Led by E-Commerce Channels, New Players Entry and Therapedic Mattresses Sales

Description: The report titled "India Mattresses Market Outlook to 2020 - Led by E-Commerce Channels, New Players Entry and Therapedic Mattresses Sales" provides a comprehensive analysis of the industry covering aspects including market size by revenue, volume sales of mattresses and market segmentation by revenue and volume sales by types of mattresses (coir mattresses, spring mattresses and foam mattresses), by market structure (organized and unorganized) for different types of mattresses, for rural and urban areas and others, by foreign and domestic brands, by price range and others. The report also entails a detailed description on the recent trends and developments, growth drivers, brand analysis and restraints in the market and the competitive scenario of major players in the industry along with the market share of major companies by revenue and volume sales in each Mattresses segment.

India mattresses market is going through a promising stage and was estimated at INR ~ billion in the FY'2015. The market has soared at a CAGR of ~% from FY'2010-FY'2015. The growth of the sector has been majorly driven by rising aspirations of Indian consumers, growth in real estate sector, rising preference for nuclear families, increasing number of residential units and growth of hospitality sector coupled with continuous investments by global mattress market players in India. In terms of production volume, the mattresses market size was noted at ~ million units in FY'2015, registering a growth of ~% during the review period FY'2010-FY'2015.

On the basis of size of mattresses, King size and Queen size mattresses each occupied ~% of the overall market revenues in FY'2015, followed by ~% of market share of single size mattresses. The share of organized players in the market inclined at a CAGR of ~% during the review period, surpassing the growth of unorganized players. On the basis of end users, residential users accounted for ~% of the overall organized mattresses market, whereas contribution of residential users in unorganized market was noted as ~% in FY'2015.

The mattress market which is currently dominated by the unorganized players such as local manufacturers having their own manufacturing units among others has been observing a structural shift. India organized mattresses market has been dominated by major players such as Kurlon, Springwel, Sleepwell, Peps Industries, Coirfoam and others. Kurlon garnered ~% share of overall mattresses market revenues of India in FY'2015. The second major player in the market has been Sleepwell in FY'2015. Sleepwell registered market share of ~% of the overall mattresses market revenues with production of ~ million units of mattresses in FY'2015.

The market for spring mattresses in India has been dominated by Peps industries which garnered ~% share of the overall spring mattresses market revenues in FY'2015. Additionally, Kurlon emerged as the second major player in the spring mattresses market of India, with revenue contribution of ~% to overall market revenues in FY'2015. However, the market for coir mattresses has been dominated by Kurlon, which entailed ~% of the overall coir mattresses market revenues in FY'2015. Godrej Interio emerged as the second major leading player in the market, with revenue contribution of ~% in FY'2015.

Furthermore, the market for foam mattresses has been dominated by Kurlon with a market share of ~% of the foam mattresses market revenues in FY'2015. Kurlon was followed by Sleepwell with market contribution of ~% to the organized market for India mattresses during FY'2015. Amongst the foreign players, King Koil has emerged as the leader with market share of ~% in FY'2015, followed by Simmons and Beddings registering a share of ~% in FY'2015. King Koil targets mid and high end mattress market and focus on delivering exotic and upscale alternative to the existing mattress line.

The market for mattresses in India is projected to incline at a CAGR of ~% during FY'2016-FY'2020. The rapid augmentation in the market would be witnessed majorly on account of rapidly surging real estate. The contribution of foam mattresses is projected to reach ~% in FY'2020, registering an incline from the proportionate share in FY'2015. However, the share of coir mattresses has been projected to reach ~% by FY'2020.
India Online Mattress Market

The India mattress market has registered revenues of INR ~ billion in FY'2015 out of which ~% were contributed by coir and foam mattresses making it an attractive avenue for online retailers. In addition to this, contributions of males were registered as ~% of the overall number of online transactions in India online mattresses market in FY'2015. The consumers have started to find the online mode of shopping far more convenient, as the online option through the use of latest technology ensures that the consumer can check out how the various items like furniture would look in their home settings.

The major players in the online mattress market of India are Fabfurnish, Pepperfry, Fabmart, Housefull.in, Mebelkart.com, Urban Ladder and others. In FY'2015, Kurlon emerged as the leader in online sale of mattresses. Kurlon accounted for ~% share of the overall online mattresses market revenues. Additionally, Pepperfry sold ~ mattresses which led to revenue generation of INR ~ million for the company during FY'2015. Furthermore, Flipkart one of the leading Horizontal marketplace player has registered a contribution of ~% to the overall revenues of the online mattresses market in India.

India online mattress is likely to be driven by diversification by online shopping websites and technological advancements. The importance of online shopping portals in the mattress segment is gradually scaling up as purchase of mattress is generally associated with touch and feel of the comfort of mattress. Owed to the demographic dividend such as rising young population, rising standards of living the demand for mattress from e-commerce portals is expected to witness an uptrend. The online mattress market is anticipated to grow to INR ~ billion by FY'2016. It is further projected to grow to INR ~ billion by FY'2020 thereby displaying a CAGR of ~% during FY'2016-FY'2020.

Key Topics Covered in the Report:

- The market size of India Mattress Market
- Market segmentation of India mattress market on the basis of type of mattress, size of mattress, market structure, different geographies, rural and urban areas, mode of distribution, residential and institutional demand.
- Value Chain Analysis in India mattress market
- Cost and Investment Model in the Production of Mattress
- External Trade Scenario of India Mattress Market
- Market share of major players in India mattress market
- Competitive landscape of Emerging in India Mattress market
- Investment model of mattress plant in India and ROI generated
- Company profiles of Organized market players in Mattress Market
- The market size of India Online Mattress Market
- Trends and Growth drivers of India Mattress Market
- Issues and Challenges of India Mattress market
- Future Projections of India Mattress Market
- Market segmentation of India online mattress market on the basis of type of mattress, size of mattress, price analysis and by gender.
- Competitive landscape of major online players in India Online Mattress market
- Future Projections of India Online Mattress Market
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