India Mattress Ticking Fabric Market Outlook to 2020 - Growing Mattress Industry and Escalating Demand for Knitted Ticking to Drive Growth

Description: The report titled "India Mattress Ticking Fabric Market Outlook to 2020 - Growing Mattress Industry and Escalating Demand for Knitted Ticking to Drive Growth" provides a comprehensive analysis of the genesis, market evolution, domestic competition, and future analysis of Mattress Ticking Fabric Market in India. The report covers aspects such as the market size on the basis of sales revenue and revenue for woven and knitted mattress ticking fabric.

India Mattress Ticking Market

Since its inception, market for mattress ticking fabric in India has been largely dominated by woven ticking. Since 2012, knitted fabric has gained remarkable pace. Before this, knitted ticking fabric was largely imported. Popularity of all-foam bed in the country has surged over the period 2010-2016. All foam beds have been generating considerable demand for knitted ticking in the country and stretchy knit ticking on the bed's top panel has become a standard look on both innerspring and foam beds.

The market for mattress ticking has amplified from INR 847.6 million in FY'2017 to INR 1,112.8 million (including exports of 218.0 million) in FY'2016, posting a CAGR of 9.5% over the period.

The growth in the mattress ticking fabric market has been majorly supported by amplifying sales of mattresses over the period FY'2013 to FY'2016. India mattress market has augmented from INR 50.3 billion in FY'2013 to INR 66.3 billion in FY'2016. Production of mattresses has inclined from 6.4 million units in FY'2013 to 7.2 million units in FY'2015.

Woven ticking fabric has gathered the highest share of 67.0% in the revenues of the mattress ticking fabric market in FY'2016. Woven ticking is considered more durable compared to knitted, in terms of quality. Furthermore, woven ticking is much firm and the fabric looks new even after 10 years of usage.

However, it is costlier to produce woven ticking which has been one of the main reasons behind the declining share over the period from FY'2013 to FY'2016. Polyester-Polypropylene is the best selling category in the woven mattress ticking market in India during FY'2016.

Knitted ticking is considerably behind woven in terms of quality and also starts to looks old after 1 year or 2 year of usage. Moreover, they are generally used in higher category mattresses and require maintenance. It is suggested that mattresses with knitted ticking should be kept in air conditioned rooms.

However, knitted ticking fabric looks more appealing in terms of appearance and is cheaper compared to woven. Moreover, it is generating significant demand from all-foam beds. Revenue share of knitted ticking fabric has inclined from 29.0% in FY'2013 to 33.0% in FY'2016. 250 GSM Polyester is the best selling category in the knitted mattress ticking market during FY'2016.

Competitive Landscape In India Mattress Ticking Fabric Market

The market for mattress ticking has been largely dominated by two players namely Global Textile alliance and Jacquard Fabrics. Indian Silks is another major player in the market.

As of FY’2016, Jacquard Fabrics India Pvt Ltd (part of Stellini Group) is largest producer of woven mattress ticking fabric in India. It is the most dominant player in the woven mattress ticking fabric and has the highest woven ticking production capacity in India. Its’ Polyester-Polypropylene and Polyester-Polypropylene Viscose woven ticking is considerably popular among the major mattress manufacturers in the market such as Kurl-On, Sheela Foam, Sleepwell and others. Its total production capacity is 700,000 meters per month. The company has considerable presence in the domestic market with low exposure to exports. Some specific qualities are exported to America though low on volume. Sometimes small demand for their Indian material comes from Sharjah, Nepal or Dubai but in very small quantities.

Jacquard is losing ground to Global Textile Alliance rapidly, especially in the knitted ticking section. GTA India Pvt Ltd is a subsidiary of Global Textile Alliance, one of the leading global suppliers of mattress ticking with manufacturing facilities in Europe and North America. GTA has major presence in the knitted mattress
ticking fabric market of India and has considerable stronghold and large client base in the South, especially in the knitted mattress ticking market. GTA has witnessed remarkable year on year growth in business over the period, FY'2013-FY'2016 and is supplying to 98.0%-99.0% of the total manufacturers of mattresses in India.

Indian Silks on the other hand, has stopped its production of woven mattress ticking and are completely focusing on the knitted ticking, which is the growing segment in the country. Indian Silks was incorporated in 1989 and is one of the oldest mattress ticking fabric manufacturers in the country. The company has been incorporated by the owner, Sanjeev Kapoor who has more than 30 years of experience in the industry.

Good presence in North India, especially around Delhi/NCR. First manufacturer in India to import state-of-the-art technology machines for knitting ticking from Germany. Indian silks are fully focusing on knitted mattress ticking and has stopped the production for woven mattress ticking. Key executives and decision makers in the company have identified that India will be generating significant demand for knitted ticking over the coming years and therefore has shifted the focus towards domestic market. The production plant is in Manesar, Haryana and has a production capacity of 200,000 meters per month. Major clientele of Indian Silks include Sleepwell, Century, Kurl-On and Duroflex.

Future Outlook Of India Mattress Ticking Market

India mattress ticking market has been projected to enhance from INR 1,112.8 million in FY'2016 to INR 1,723.0 million in FY'2020, posting a CAGR of 11.5% during the period. Demand for mattresses in India has been anticipated to amplify significantly over the period FY'2016-FY'2020. The market for mattresses will grow from INR 66.3 billion in FY'2016 to 102.5 billion in FY'2020.

The woven segment has been projected to incline from INR 745.6 million in FY'2016 to INR 1,051.0 million in FY'2020, showcasing a CAGR of 9.0% during the period. Polyester-Polypropylene and Polyester-Polypropylene Viscose will be considerably demanded over the period FY'2016-FY'2020.

On the other hand, Knitted mattress ticking market has been projected to experience surging growth over the period FY'2016-FY'2020 due to low cost and growing demand from medium and high end consumers. The market for knitted ticking fabric will be growing at a remarkable 5 year CAGR of 16.3%, posting the revenues at INR 672.0 million in FY'2020. 250 and 300 GSM polyester has been anticipated to generate the major demand in the domestic market over the period FY'2016-FY'2020.

India mattress ticking market will be witnessing considerable growth over the period FY'2016-FY'2020. However, the market is majorly consolidated between 3-4 players. A new entrant must focus on participating in mattress and textile expos being organized in India. It is one of the main marketing strategies that the players use to promote their products and reach out to potential clients. Number of such expos are organized which are visited by all the major mattress manufacturers in the country. Export market for mattress ticking fabric in India is considerably large and has been projected to witness further incline over the next five years. Markets such as Sri Lanka and Middle East, especially UAE should be targeted as they will be generating significant demand for mattress ticking over the period FY'2016-FY'2020.
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