

United States Mattress Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The U.S. mattress market is poised to grow at a CAGR of more than 4.5% during the forecasted period. During the COVID-19 pandemic, the U.S. mattress market faced a negative impact due to the closing of factories and stores, which resulted in a lower production of mattresses. Moreover, according to the World Tourism Organization, the pandemic caused a 24% fall in international tourist arrivals in 2020 compared to the previous year. Many hotel chains that replace mattresses every 3-4 years were not purchasing new ones. In addition, many showrooms and retail stores were closed, and those that remained open witnessed reduced footfall.

Furthermore, the incidence of sleep disorders and back pain drives the U.S. mattress market. Increasing product demand from the real estate sector to serve the needs of the residential segment has led to an increase in the sales of home furnishings, such as mattresses, pillowcases, and bed linen products, among others. However, the COVID-19 pandemic has impacted the growth of the market. People were unwilling to leave their homes because of the pandemic. As a result, the e-commerce sector has experienced growth, and businesses are creating innovative tactics to enable customers to purchase mattresses conveniently from their homes.

One of the key trends in the market is the demand for customized mattresses. The twin-size bed is trendy among United States households. Also, the commercial segment is poised to propel the demand for mattresses as hospitality sectors, such as hotels, hospitals, and luxury spas, require beds to serve customers. Futuristic innovations in mainstream sleeping solutions and technologies may further drive consumer confidence in the market.

US Mattress Market Trends

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Memory-Foam Mattresses Dominated the United States Mattress Market

The memory foam mattress segment is driving the mattress market in the United States. Memory-foam mattresses are witnessing the fastest sales growth due to increasing awareness about health and the correct body posture while sleeping. As these mattresses help reduce allergies and are beneficial for side-sleepers. This mattress usually conforms to the user's body and helps in relieving body stress and muscle pain. The memory foam mattress and pillow market size in the United States has seen growth at a CAGR of 3.5% from 2018 to 2022. The memory foam mattress will likely witness stable growth during the forecast period because of its benefits, such as proper spine alignment, pressure point relief, and resistance to dust mites and allergens. Memory foam mattresses are compatible with a wide range of adjustable beds, making them a preferred choice among consumers, which is the primary factor driving this segment's growth.

Increasing Disposable Income in the United States is Driving the Market

It is observed that the disposable income of the people in the United States has been increasing y-o-y. Increasing personal disposable income, consumers tend to buy more home furnishing goods, including the mattress. This is also likely to drive the revenue of mattress specialty stores in the market. As the consumer becomes more aware of innovations in the market, high-end luxury mattress demand may also rise. Online channel distributors are also taking advantage of this and coming up with ideas to make mattresses fit in a box so that it can be easily delivered to the consumers.

US Mattress Market Competitor Analysis

The US mattress market is moderately consolidated, with brands such as Serta Simmons Bedding LLC, Tempur Sealy International Inc., Casper Inc., Saatva Inc., and Purple Innovations Inc. holding a high market share. However, there are various small players present in the market. Companies are following a merger and acquisition strategy to remain competitive in the market. Omni-channel distribution is also taking place in the market to deal with all the different client bases in the mattress market.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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