

China Mattress - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The China Mattress Market size is estimated at USD 15.21 billion in 2024, and is expected to reach USD 23.84 billion by 2029, growing at a CAGR of 9.40% during the forecast period (2024-2029).

China emerged as an important production hub for mattress manufacturing. China's mattress market developed rapidly due to the growing population in China, increasing income levels, and the booming housing market. Other major reasons include the growth of international trade in current times. Mattress manufacturing is a highly profitable market in China, but margins are being squeezed due to rising material and labor costs, which can also hinder the growth of the market. China's mattress industry is still affected by other factors, such as the speed of renovation of existing houses, expansion of new houses, and innovation in traditional sleep concepts. Consumer groups are expanding in the Chinese mattress market and have the potential for further development. Consumers highly regard a functional and healthy mattress in the market due to changing lifestyles and sleep disorders among people. Replacement of bedding is forecasted to lead to the growth of the mattress market in China. Social e-commerce channels, such as Twitter, Tuoke, and Pinchao, are also playing a huge role in the development of the market studied.

The COVID-19 pandemic and lockdown acted as a massive restraint on the Chinese mattress market in 2020, as supply chains were disrupted due to trade restrictions. The purchase of these products was declined due to lockdowns imposed by the Indian government. The lockdown restrictions forced to stop the manufacturing of mattresses and reduced the purchasing of mattresses, which resulted in a decline in the overall ASEAN market.

Chinese Mattress Market Trends

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China is the Major Exporter of Mattresses

There is a growing export of mattresses from China, and it is the world's largest mattress exporter to the major mattress markets. China holds more than one-third of the total mattress exports, representing about 33% of the total market. The top five exporting destinations for China mattresses include Thailand, Italy, the United States of America, Vietnam, and Australia.

Memory Foam Mattresses Demand is Expected to Increase in the Chinese Mattress Market

Memory foam mattresses in China still have a low share as compared to other mattress types. Due to the traditional consumption habits of the Chinese and the low income of the residents, memory foam mattresses are still in the developmental phase in China. Product development will be mainly driven by the urbanization of the population and expanding residential areas. Consumer preference is also changing in the market, and they are accepting the concept of healthy sleep, which might escalate the demand for mattresses further. The demand for innerspring and latex mattresses is also expected to increase in the market.

Chinese Mattress Industry Overview

The Chinese mattress market is fragmented and has highly intensified competition among industry players. There is a high homogeneity of products manufactured in the market; however, brand awareness among consumers is likely to drive the market further. Low-range products have high competition in the market, while international companies mainly develop high-end products in the market. Consumers are price-sensitive, and price competition is rising in the market.

Additional Benefits:

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

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