

## **India Mattress - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

India Mattress Market has generated revenue of USD 223.4 Million in the current year and is poised to achieve a CAGR more than of 7.97% for the forecast period

Rise in income level, health consciousness, and growth in the real estate and hospitality sectors are major factors that accelerate the growth of the Indian mattress market. A visible shift has been observed in the consumers' perspective, where the main focus is on the comfort and functionality of the product. In line with the changing times, mattress manufacturing companies have included both offline and online modes of sale.

The demand for customized and luxury mattresses is expected to increase, whereas companies may come up with new techniques to utilize their resources and technologies better. Mattresses are no longer considered as mere consumer durables, they are an indicator of the quality of life. Demand for construction in both residential and commercial space is growing in India leading to more business opportunities for mattress manufacturers. Among the various sizes available, king-size mattresses are the most preferred ones, and comfort is the most important factor for their dominance in the market.

With innovations and to capture the market space players are competing with each other by providing smart features through technological innovations in their mattress products. The mattresses are equipped with sensors to collect information about user sleeping patterns and habits. Mattresses are also coming up with features of adjustable patterns to support different positions of the user. These innovative features in mattresses are increasing in their demand.

India Mattress Market Trends

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## Rising Residential Space In India is Driving the Market

As the Indian population is leading globally it is increasing demand for residential space which builds up positive market opportunity for the mattress manufacturers. The Indian mattress market isn't yet fully developed with global mattress manufacturers building up their supply chains in India and attracting residential segments through advertisements and lucrative offers. Rising distribution channels through online sales are making it more comfortable for households to choose their desired mattresses leading to a rise in sales.

After recovering from the negative impact of COVID-19, residential housing sales across India are observing a significant rise, with an expansion of bedding space in the residential segment and an expected increase in mattress demand. Indian Metropolitan Cities of Bangalore, Mumbai, Gurgaon, Pune, Delhi, and others exist with households leading in purchasing power index and are ready to spend more on luxurious and smart mattresses.

## Smart Features In Mattresses is Fueling the Market

Product innovation is leading to mattresses of different types being available in the market and with technological innovation mattresses have been equipped with smart features of sensors and AI-enabled tools attracting young generations to buy them. Adjustable mattresses are emerging in the market with adjustable beds and remote control features enabling them to be adjusted according to the comfort as per the degree needed by the user.

With this rise in sales of bedroom furniture, smart mattresses are emerging as upcoming products in the market with an increasing revenue each year. Behavioral change in health and hygiene patterns in India post covid has increased people's awareness of their sleeping habits and patterns resulting in mattress firms equipping their products with smart AI features for sleep monitoring. This behavioral change is leading to mattress manufacturers adapting their products to changing consumer behavior to maintain their market share and competitiveness in the market.

## India Mattress Industry Overview

Indian Mattress market is fragmented with a large number of branded and non-branded players present in the market selling a variety of mattresses with local distribution channels. The report covers major players operating in the Indian mattress market. The Indian mattress market is dominated by the unorganized sector. However, the organized sector is now growing with the rising demand for good quality mattresses among Indian consumers. Some of the Existing players in the India Mattress market are Duroflex, Springfit, Sheela Foam, and Springwel.

### Additional Benefits:

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

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