

## **Saudi Arabia 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:**

The Saudi Arabia Mattress Market size is estimated at USD 1.17 billion in 2024, and is expected to reach USD 1.77 billion by 2029, growing at a CAGR of 8.45% during the forecast period (2024-2029).

The quarantines and partial industry closures due to the COVID-19 epidemic negatively influenced mattress consumption in Saudi Arabia in 2020. The pandemic also resulted in a scarcity of raw materials and finished goods, which hampered the mattress industry's expansion.

The rising population of Saudi Arabia, as well as the rise in the number of households and nuclear families, are experiencing a surge in homeownership, which will result in higher mattress sales in the Saudi market. The market has seen an increase in demand for orthopedic and therapeutic mattresses due to the rising trend of health-related disorders, particularly those linked to joint aches, back problems, and cervical disorders. The market will be ready to meet future demand thanks to significant investment proposed in key segments such as residential housing and the institutional sector, which includes hospitals, hotels, and college hostels, as well as an increase in consumer spending and the development of the hospitality sector. Aside from that, rising consumer spending combined with increased public awareness of the need for good sleep quality will drive higher mattress demand during the forecast period.

During the early study period, the king-size mattress category dominated the Saudi Arabia mattress market since Saudi Arabians have larger families and an average height of 5 feet, 8 inches. The queen-size and single-mattress sectors combined to acquire the remaining market share. The retail sales channel accounted for most of the sales volume, while the direct sales channel had a small portion of the overall market. Direct sales are mostly aimed at hospitals, hotels, and other significant institutions, whereas home consumers are aimed at retail sales. Increased direct sales to hotels, resorts, and hospitals because of enhanced

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government initiatives contributed significantly to the rapid growth of mattresses in the market, resulting in the emergence of various mattress manufacturers. The most prevalent type of mattress was found to be a spring mattress, with the pocket spring type being the most popular within the spring category. Foam, latex, and other mattress segments took the remaining market share in Saudi Arabia.

Popular mattress manufacturers mostly operating in Saudi Arabia's urban areas who distribute their products through a structured distribution channel are represented by the organized market. Due to the large presence of both local and international businesses, the organized sector dominated the Saudi Arabian mattress industry. On the other hand, the unorganized sector only had a small share of the country's mattress market during the early study period.

Due to an increase in occurrences of back discomfort, body aches, and sores, orthopaedic health problems in the country are on the rise, particularly among women, leading companies to continue to innovate in the types of mattresses they offer. More people are worried about their health, so they want mattresses that can do more than one thing and have therapeutic features.

## Saudi Arabia Mattress Market Trends

### Increase in Home Ownership Drives the Demand for Mattress

The growing number of people living in Saudi Arabia, which is leading to a higher rate of home ownership, is a major factor that is expected to drive demand for mattresses in the residential market. People are moving from the countryside to cities very quickly in the Kingdom of Saudi Arabia, possibly more than in any other country on the Arabian Peninsula. This is putting a huge strain on housing supplies. The Saudi Arabian government is also trying to get more people to buy their own homes, which will increase the demand for furniture in the coming years. Saudi Arabia is looking for private investments of almost USD 50 billion to help build an additional 400,000 homes. The Ministry's main goal is to get private investment by working with interested businesses to build villas and multi-story apartment buildings on government or private land. The number of people living in the country would increase the need for mattresses.

### Increase in Tourism Contributes to the Major Share of Commercial Segment

The Saudi Vision 2030 growth project, introduced by the government, seeks to grow tourism earnings to 18% in the forecast period. Along with rising tourism, the idea is to build an Islamic museum that will attract a huge number of tourists, including foreign pilgrims who visit the kingdom for Haj and Umrah. Because of this, the number of places to stay in the country will grow, which is one of the main things that drives mattress demand in the country.

The Saudi Commission for Tourism and National Heritage is seeking private sector investment to complement funds obtained from the Saudi government in the following tourism sub-sectors to meet its ambitious targets: Some of the services you can use are hotels and furnished apartments for lodging, restaurants and cafes, visitor amenities, decentralized tourism agencies, regional expertise, and quality assurance.

## Saudi Arabia Mattress Industry Overview

Saudi Arabia's mattress market is based on the most important characteristics, like the price of the product, the firm's clientele, manufacturing facilities, distribution and retail outlets, several projects, the product range, and brand reputation. New players have found it difficult to break into the market due to the growing presence of local and multinational mattress makers. Saudi Arabia's mattress market is highly concentrated with the presence of major players such as SleepHigh, Sealy, King Koil, Intercoil, ALMazro, Serta, AL Rajhi Group, AL-Mutlaq, Tempur, Royal Mattress, American Bed, Sleepnice, and other prominent players.

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Additional Benefits:

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

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