

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

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Report description:

The United States mattress bases market has generated gross revenue of USD 625 million in the current year and is poised to achieve a CAGR of more than 3% for the forecast period.

Key Highlights

-In the United States, poor sleep quality is resulting in increased healthcare expenditure per person. Mattress base provides the necessary support to the mattresses and helps in better sleep. As per the latest census, the United States has 357.03 million bedrooms in residential homes and a population of 333 million, leaving a surplus of 24.03 million beds for guests and visitors, driving the market demand for Mattress Base.

-With the advent of COVID-19, furniture and home furnishing store sales in the United States observed a decline, impacting sales of the mattress base market as well. Still with this trend, Housing units in the US were leading in average annual expenditures of all consumer units. The country also observed behavioral changes in sleeping preferences and increased expenditure on mattresses. Online sales of the housing furniture market observed continuous growth with a value of USD 56 billion, driving online shopping patterns of consumers.

-Post-COVID, consumers' interest in products with new features helping them to get a better night's sleep observed an increase, and the mattress base industry is fulfilling the demand by designing adjustable bases equipped with extra features. With the opening of trade after COVID imposed restrictions, the value of commodity group exports from the United States, which include mattress supports and articles of bedding fitted with springs or stuffed, increased to USD 508 million last year, amounting to 0.024% of the total export value from the USA and creating opportunities for upcoming players in the market.

US Mattress Bases Market Trends

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Rising Sales Of Mattress Driving Mattress Bases Market

- United States exists as a country with large revenue through Mattress sales in the global market, existing at the value of USD 12 billion. Post-COVID, with rising penetration of online sales channels, 38.4% of the mattresses were sold online in the United States, with sleepers between the ages of 18-35 most likely to shop for a mattress online.
- Annual sales of mattresses in the United States exist at 16.8 million. Mattress bases with continuous innovation are provided with adjustable features, including smart features of head and foot control, USB charging points, Bluetooth controls, and other features. These innovations are driving sales of beds and accompanying buyers with smart bedroom features.
- Mattress specialty stores and department stores exist as the segment with 64% of the total retail sales in the United States and provide market opportunity for mattress base makers to expand their sales. There are 2,452 mattress firm stores in the United States currently, with the largest number of mattress firms located in Texas, with 304 stores, which is about 12% of all mattress firm stores, followed by Florida 241 (10%) and California 214 (9%). These mattress markets drive demand for mattress bases as well.

Rising Population And Household Expenditure Driving Demand

- As the US economy recovered from the negative impact of the pandemic, International tourist visits to the United States increased, driving demand for stays and hotels and influencing demand for mattress base as well. The total population in the United States is observing continuous growth, raising the value of new private home construction to USD 900 billion last year and driving demand for bedding and mattress bases by the people. The market size for home bedding in the United States reached a value of USD 16 billion last year, generating a positive externality for the Mattress Bases market.
- With the average American spending around 36 years in bed over their lifetime, expenditure on bedding becomes an important component of the population. With COVID-19, the US average annual expenditure on furniture (which covers the manufacturing, distribution, and retail of home furniture, household decorative accessories, and home furnishings) per consumer unit in the United States observed a steep rise to USD 715 from USD 530 during previous years.

US Mattress Bases Industry Overview

Mattress base demand in the United States is observing a continuous rise in demand by the Hotel and residential segments. With continuous changes in the design of bedding styles, Mattress Bases manufacturers had to continuously adjust their products according to the market. Mattress Bases manufacturers are focusing on online as well as retail sales of their products to increase their market sales. Innovative adjustable mattress-based features by competitors are providing consumers with more feasibility and comfort. Existing players in the United States Mattress bases market are American Bedding, Leggett & Platt, Sleepwell, IKEA, Ergomotion, and other emerging players.

Additional Benefits:

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

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