

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

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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Report description:

The United States sustainable mattress market is valued at USD 16.43 billion and is expected to register a CAGR of 3.5% during the forecast period.

The sustainable mattress industry in the United States saw a lot of changes since the coronavirus pandemic hit. The transition to remote work increased the demand for comfortable and ergonomically designed home office furniture, which included not just desks and chairs but also comfortable beds for sleeping or working in. This led to a boom in bedding products, including mattresses, as people looked to improve their sleep and workspaces.

The mattress market in the US is a robust and dynamic industry that caters to the diverse sleep needs and preferences of consumers. The industry is driven by factors such as population size, increasing consumer awareness of sleeping habits, and the desire for a pleasant sleep. Consumers now perceive mattresses as more than just consumer durables and as a sign of social status, as evidenced by the growing desire for luxury and personalized goods on a global scale. Rising demand for luxury and custom mattresses is a key contributor to the rapid growth, as are numerous successful product launches from mattress brands in recent years. A handful of key players currently dominate the global mattress industry.

The US accounts for almost 36 million mattress sales annually. Innerspring mattresses are bought most frequently, but consumers prefer memory foam mattresses. 66% of people think it's the best type of foam. Over 75,000 Americans are employed in the mattress industry, with the increasing preference of consumers in North America towards sustainable and natural products to attain a healthier lifestyle. The growing popularity of home improvement and interior design trends is leading to increased demand for stylish and premium mattresses. Other factors, such as increasing awareness of hygiene and the potential health risks associated with older mattresses and the expansion of furniture rental, are further stimulating the market growth of mattresses.

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across the US.

US Sustainable Mattress Market Trends

Increasing Number of Health-Conscious Consumers and Surging Demand for Eco-Friendly Mattresses

Sustainable mattress utilization in the commercial sector accounts for the highest share, which is mainly attributed to the advantages offered by sustainable and eco-friendly mattresses over conventional mattresses and consumers preferring to opt for organic variants that cause lesser to no harm to the environment. 'Green/Organic' mattress options include products made with natural or organic latex, memory foam, wool, horsehair, organic cotton, plant-based fibers, and other plant-based foams such as bamboo and silk. These are certainly more than those containing boric acid because they don't include any synthetic ingredients. Furthermore, the introduction of new organic mattresses with cooling capabilities gives customers a wider range of options to choose from.

Because of the great bouncy and flowing effect that natural material delivers, organic mattresses and organic bedding products are becoming increasingly popular. Many people prefer them because they don't contain any toxic synthetic substances and do not produce odor for a relatively longer duration. They are a preferable option since they help consumers reduce their exposure to harmful toxins at home. This increase in consumer value for sustainable products, especially with younger buyers, may see key mattress players making more sustainable moves in the future to keep up with these growing interests and values.

Increasing Disposable Income

The sustainable mattress industry has witnessed significant growth and transformation as people become increasingly aware of the importance of quality sleep for overall well-being. Rapid urbanization, improving living standards, and increasing disposable incomes in these regions drive the demand for mattresses. The rise of e-commerce and online sales channels has transformed the way mattresses are sold globally. Online mattress companies have gained popularity due to their convenience, competitive pricing, and direct-to-consumer sales models.

Disposable income in the United States is expected to increase slowly in 2023. In August 2023, disposable personal income increased by 0.2% from the previous month. Consumers with more disposable income are more likely to buy home furnishing goods, including mattresses. Health-conscious consumers are willing to spend more on health-enhancing products. Rapid urbanization is driving market growth. The growing middle-class disposable income is expected to drive the market.

US Sustainable Mattress Industry Overview

The US sustainable mattress industry is fragmented. The market is made up of several key players who have been launching products to gain a significant position. Some of the major players in the market are Serta Simmons Bedding, LLC, Tempur Sealy International, Inc., Sleep Number Corporation, Kingsdown, Inc., and The Natural Sleep Store.

Additional Benefits:

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

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