

Australia Mattress Market Report and Forecast 2024-2032

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Report description:

Australia Mattress Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Australia mattress market size reached a value of USD 740 million in 2023. Aided by the increasing awareness of the health benefits associated with quality sleep and the rising demand for innovative sleep solutions., the market is projected to further grow at a CAGR of 3.10% between 2024 and 2032 to reach a value of USD 962 million by 2032.

The mattress sector in Australia encompasses a wide array of products, including innerspring, memory foam, latex, and hybrid mattresses, catering to a diverse range of consumer needs and preferences. The sector is significantly influenced by the health and wellness trend, technological innovation in sleep products, and a shift towards online retailing.

A key driver of the Australia mattress market growth is the growing consumer emphasis on health and wellness. Australian consumers are increasingly recognising the importance of quality sleep as a cornerstone of overall health, leading to heightened demand for mattresses that offer superior comfort, support, and sleep quality. This trend has spurred interest in orthopaedic and ergonomically designed mattresses, as well as those featuring materials and technologies that promote better sleep environments, such as temperature regulation and hypoallergenic properties.

The Australia mattress market is witnessing a surge in technological innovations aimed at enhancing the sleep experience. Smart mattresses equipped with sleep-tracking technology, customizable firmness settings, and integrated sleep coaching apps are becoming increasingly popular. These innovations cater to a tech-savvy consumer base seeking personalised sleep solutions and data-driven insights into their sleep patterns.

Sustainability and eco-friendliness are becoming pivotal factors in consumer purchasing decisions. There is a growing preference for mattresses made from natural and organic materials, reflecting a broader environmental consciousness among Australian consumers, which further contributes to Australia mattress market share. Mattress manufacturers are responding by incorporating eco-friendly materials, such as organic cotton, natural latex, and recycled steel coils, and adopting sustainable manufacturing practices.

The rise of online retailing and direct-to-consumer sales models has transformed the mattress market landscape. E-commerce platforms offer consumers the convenience of shopping from home, access to a wider range of products, and competitive pricing.

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As per the Australia mattress market analysis, direct-to-consumer brands have disrupted traditional retail by offering high-quality mattresses at lower price points, delivered in compact, easy-to-transport packaging. This shift has intensified competition and innovation within the market.

The demand for mattresses varies across Australia, with metropolitan areas such as Sydney, Melbourne, and Brisbane seeing the highest concentration of sales. These regions benefit from higher population densities, greater disposable incomes, and more significant exposure to the latest lifestyle and health trends. However, growth opportunities are also emerging in regional and rural areas, driven by housing developments and an increasing preference for online shopping.

As per the Australia mattress market outlook, the market is highly competitive, with a mix of domestic and international players vying for market share. Competition is fuelled by product differentiation, marketing strategies, and consumer engagement initiatives, with companies increasingly leveraging social media and online marketing to reach and educate consumers.

The Australia mattress market expansion is also propelled by continued interest in health and wellness, technological advancements, and the shift towards sustainability. As consumers become more informed and discerning, the demand for customised, high-quality, and eco-friendly sleep solutions is expected to rise. The market's trajectory will likely be shaped by innovations that enhance sleep quality, environmental stewardship, and the seamless integration of online and offline retail experiences.

Market Segmentation □

The market can be divided based on type, distribution channel, end user, and region.

Market Breakup by Type

- Spring Mattresses
- Memory Foam Mattresses
- Latex Mattresses
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by End User

- Residential
- Commercial

Market Breakup by Region

- New South Wales
- Victoria
- Queensland
- Australia Capital
- Western Australia
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia mattress market. Some of the major players explored in the report by Expert Market Research are as follows:

- The Comfort Group
- Chiropedic Bedding Pty Ltd.
- Dusk&Dawn Pty Ltd.
- Sealy Posturepedic Australia
- Joyce Corporation Ltd
- A.H. Beard Pty Ltd.
- Sleeping Duck
- Ecosa Group Pty. Ltd.

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-[]John Cotton Australia Pty Ltd.

-[]Tempur Australia Pty Ltd.

-[]Emma Sleep Pty. Ltd.

-[]Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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