

Mexico Mattress Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 183 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

Mexico Mattress Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico mattress market size, aided by the rising demand for premium and specialised mattresses, is estimated to grow at a CAGR of 3.9% between 2024 and 2032.

A mattress, fundamentally, is a large, rectangular pad designed to be used as a bed or as part of a bed, providing a comfortable surface for sleeping. Modern mattresses are typically composed of a support core made from innerspring coils, memory foam, latex, or a combination of materials, and are often covered with a quilted or similarly designed fabric.

The Mexico mattress market is undergoing significant transformation, driven by changing consumer preferences, economic growth, and advancements in mattress technology.

One of the primary trends aiding the Mexico mattress market growth is the rising demand for premium and specialised mattresses. As disposable incomes increase and the middle class expands, Mexican consumers are becoming more willing to invest in high-quality mattresses that offer enhanced comfort and health benefits. This shift is driving the popularity of products like memory foam and latex mattresses, which are known for their superior support, durability, and ability to conform to the body's shape, thereby providing better sleep quality. Additionally, there is growing awareness of the health implications of sleep, which is leading consumers to prioritise ergonomic designs that support proper spine alignment and reduce pressure points.

Another significant Mexico mattress market trend is the increasing preference for eco-friendly and sustainable mattress options. As environmental consciousness rises among consumers, there is a growing demand for mattresses made from natural and organic materials, such as natural latex, organic cotton, and bamboo fibres. These eco-friendly mattresses are not only free from harmful chemicals and synthetic materials but also offer hypoallergenic and antimicrobial properties, making them attractive to health-conscious consumers. Manufacturers in Mexico are responding to this trend by incorporating sustainable practices in their production processes and obtaining certifications that validate the environmental friendliness of their products.

Technological advancements are also shaping the Mexico mattress market dynamics. Innovations such as smart mattresses, which come equipped with sensors to monitor sleep patterns, body movements, and other physiological parameters, are gaining traction. These high-tech mattresses often connect to smartphone apps, providing users with detailed insights and personalised recommendations to improve their sleep quality. Additionally, the integration of cooling technologies, such as gel-infused foams

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

and phase-change materials, is becoming increasingly popular, especially in a country like Mexico, where warm temperatures can affect sleep comfort. These advancements are enhancing the functionality of mattresses, catering to the evolving needs of tech-savvy and health-conscious consumers.

The trend of online mattress shopping is revolutionising the Mexico mattress market development. E-commerce platforms and direct-to-consumer mattress brands are gaining popularity due to the convenience and competitive pricing they offer. Consumers can now browse, compare, and purchase mattresses from the comfort of their homes, often benefiting from free delivery and extended trial periods. This shift towards online shopping is also fostering greater transparency, as consumers can read reviews and access detailed product information before making a purchase. Consequently, traditional brick-and-mortar retailers are adapting by enhancing their online presence and offering hybrid shopping experiences that combine the benefits of online and in-store shopping.

Economic factors play a crucial role in the dynamics of the Mexico mattress market expansion. The steady economic growth and urbanisation in Mexico are contributing to an increase in housing development, which, in turn, drives the demand for home furnishings, including mattresses. The rise in rental accommodations and home ownership among young professionals and families is bolstering the market, as these consumers seek comfortable and affordable bedding solutions. Additionally, the tourism industry in Mexico, which includes a substantial number of hotels and resorts, is a significant contributor to the demand for mattresses. Hospitality establishments are continually upgrading their bedding to enhance guest comfort, further propelling the market growth.

Consumer behaviour and preferences are also evolving, influencing the Mexico mattress market growth. There is a growing inclination towards customisable and modular mattresses, which allow consumers to adjust the firmness and support levels according to their personal preferences. This trend is particularly appealing to couples who have different comfort needs. Moreover, the increasing popularity of bed-in-a-box mattresses, which are compressed, rolled, and shipped in a compact box, is transforming the purchasing experience. These mattresses are easy to transport and set up, making them ideal for modern, urban lifestyles.

The competitive landscape of the Mexico mattress market is characterised by the presence of both domestic and international players. Leading brands are focusing on innovation, quality, and customer satisfaction to differentiate themselves in a crowded market. Marketing strategies are increasingly emphasising the importance of sleep health and the benefits of investing in a good mattress. Collaborations with health experts and influencers, along with engaging advertising campaigns, are common tactics to build brand loyalty and educate consumers about the advantages of high-quality mattresses.

In terms of future outlook, the Mexico mattress market is poised for continued growth, driven by the ongoing trends of premiumisation, sustainability, technological innovation, and online retailing. As consumers become more discerning and health-conscious, the demand for advanced, eco-friendly, and personalised mattresses is expected to rise. Manufacturers that can offer a blend of comfort, innovation, and sustainability will be well-positioned to capture a significant share of the market. Additionally, the expansion of e-commerce and the increasing integration of smart technologies are likely to shape the future landscape of the market, providing consumers with more choices and enhanced shopping experiences.

Market Segmentation

The Mexico mattress market can be divided based on product, application, and distribution channel.

Market Breakup by Product

- Innerspring Mattresses
- Memory Foam Mattresses
- Latex Mattresses
- Airbed Mattresses
- Others

Market Breakup by Application

- Household
- Commercial

Market Breakup by Distribution Channel

- Offline

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

-[]Online

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 Mexico mattress market. Some of the major players explored in the report by Expert Market Research are as follows:

- []Serta Simmons Bedding, LLC
- []Spring Air International
- []Dormimundo, S.A. de C.V.
- []Luft and Drom S.A.S. de C.V.
- []KSMV Capital S.A.P.I. de C.V. (Luuna)
- []Biomattress Technology
- []Tempur Sealy International, Inc.
- []BLANCOS MILENIUM SA DE CV (Spring Air)
- []Restonic Mattress Corporation
- []Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*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.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Market Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Mexico Mattress Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 Mexico Mattress Historical Market (2018-2023)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 8.3 Mexico Mattress Market Forecast (2024-2032)
- 9 Mexico Mattress Market by Product
 - 9.1 Innerspring Mattresses
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Memory Foam Mattresses
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
 - 9.3 Latex Mattresses
 - 9.3.1 Historical Trend (2018-2023)
 - 9.3.2 Forecast Trend (2024-2032)
 - 9.4 Airbed Mattresses
 - 9.4.1 Historical Trend (2018-2023)
 - 9.4.2 Forecast Trend (2024-2032)
 - 9.5 Others
- 10 Mexico Mattress Market by Application
 - 10.1 Household
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Commercial
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
- 11 Mexico Mattress Market by Distribution Channel
 - 11.1 Offline
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Online
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
- 12 Market Dynamics
 - 12.1 SWOT Analysis
 - 12.1.1 Strengths
 - 12.1.2 Weaknesses
 - 12.1.3 Opportunities
 - 12.1.4 Threats
 - 12.2 Porter's Five Forces Analysis
 - 12.2.1 Supplier's Power
 - 12.2.2 Buyers Powers
 - 12.2.3 Threat of New Entrants
 - 12.2.4 Degree of Rivalry
 - 12.2.5 Threat of Substitutes
 - 12.3 Key Indicators for Demand
 - 12.4 Key Indicators for Price
- 13 Trade Data Analysis (HS Code - 9404)
 - 13.1 Major Exporting Countries
 - 13.1.1 By Value
 - 13.1.2 By Volume

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 13.2 Major Importing Countries
 - 13.2.1 By Value
 - 13.2.2 By Volume
- 14 Competitive Landscape
 - 14.1 Market Structure
 - 14.2 Company Profiles
 - 14.2.1 Serta Simmons Bedding, LLC
 - 14.2.1.1 Company Overview
 - 14.2.1.2 Product Portfolio
 - 14.2.1.3 Demographic Reach and Achievements
 - 14.2.1.4 Certifications
 - 14.2.2 Spring Air International
 - 14.2.2.1 Company Overview
 - 14.2.2.2 Product Portfolio
 - 14.2.2.3 Demographic Reach and Achievements
 - 14.2.2.4 Certifications
 - 14.2.3 Dormimundo, S.A. de C.V.
 - 14.2.3.1 Company Overview
 - 14.2.3.2 Product Portfolio
 - 14.2.3.3 Demographic Reach and Achievements
 - 14.2.3.4 Certifications
 - 14.2.4 Luft and Drom S.A.S. de C.V.
 - 14.2.4.1 Company Overview
 - 14.2.4.2 Product Portfolio
 - 14.2.4.3 Demographic Reach and Achievements
 - 14.2.4.4 Certifications
 - 14.2.5 KSMV Capital S.A.P.I. de C.V. (Luuna)
 - 14.2.5.1 Company Overview
 - 14.2.5.2 Product Portfolio
 - 14.2.5.3 Demographic Reach and Achievements
 - 14.2.5.4 Certifications
 - 14.2.6 Biomattress Technology
 - 14.2.6.1 Company Overview
 - 14.2.6.2 Product Portfolio
 - 14.2.6.3 Demographic Reach and Achievements
 - 14.2.6.4 Certifications
 - 14.2.7 Tempur Sealy International, Inc.
 - 14.2.7.1 Company Overview
 - 14.2.7.2 Product Portfolio
 - 14.2.7.3 Demographic Reach and Achievements
 - 14.2.7.4 Certifications
 - 14.2.8 BLANCOS MILENIUM SA DE CV (Spring Air)
 - 14.2.8.1 Company Overview
 - 14.2.8.2 Product Portfolio
 - 14.2.8.3 Demographic Reach and Achievements
 - 14.2.8.4 Certifications
 - 14.2.9 Restonic Mattress Corporation

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 14.2.9.1 Company Overview
- 14.2.9.2 Product Portfolio
- 14.2.9.3 Demographic Reach and Achievements
- 14.2.9.4 Certifications
- 14.2.10 Others
- 15 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Mexico Mattress Market: Key Industry Highlights, 2018 and 2032
2. Mexico Mattress Historical Market: Breakup by Product (USD Million), 2018-2023
3. Mexico Mattress Market Forecast: Breakup by Product (USD Million), 2024-2032
4. Mexico Mattress Historical Market: Breakup by Application (USD Million), 2018-2023
5. Mexico Mattress Market Forecast: Breakup by Application (USD Million), 2024-2032
6. Mexico Mattress Historical Market: Breakup by Distribution Channel (USD Million), 2018-2023
7. Mexico Mattress Market Forecast: Breakup by Distribution Channel (USD Million), 2024-2032
8. Major Exporting Countries by Value
9. Major Importing Countries by Value
10. Major Exporting Countries by Volume
11. Major Importing Countries by Volume
12. Mexico Mattress Market Structure

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Mexico Mattress Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 183 pages | EMR Inc.

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com