

## **Bedding - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Bedding Market size is estimated at USD 83.74 billion in 2025, and is expected to reach USD 112.06 billion by 2030, at a CAGR of 6% during the forecast period (2025-2030).

The bedding market is booming and offers a wide range of goods to accommodate a variety of demands and preferences. In recent years, there has been a growing demand for high-quality and luxurious bedding. Consumers are searching for bedding that will not only make their bedrooms more comfortable but also elegant and stylish. This has led to an increase in the availability of premium bedding materials such as Egyptian cotton, silk, and bamboo.

With an increasing focus on sustainability, the bedding market witnessed a surge in demand for eco-friendly and sustainable bedding products. Also, smart bedding became increasingly popular with the rise of the Internet of Things (IoT). Smart bedding includes temperature-regulating sheets, sleep-tracking mattresses, and pillows with built-in speakers. Consumers are increasingly looking for bedding products that are comfortable, durable, and visually appealing. It led to a rise in demand for innovative and high-quality bedding products. Many companies now offer customizable bedding options, allowing consumers to choose the colors, patterns, and fabrics for their sheets, pillowcases, and duvet covers.

### **Bedding Market Trends**

#### **Home Bedding is Dominating the Market**

The home bedding segment was experiencing higher growth than other market segments. This growth is driven by several factors, including changing consumer preferences, increasing disposable incomes, and rising awareness about the importance of

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good sleep hygiene. Consumers are increasingly looking for high-quality and comfortable bedding products to enhance their sleep experience, which led to a surge in demand for home bedding products. Moreover, a wide range availability of bedding products in various sizes, colors, and designs further fueled this segment's growth.

The e-commerce growth also played a significant role in the growth of the home bedding market, as consumers are increasingly turning to online shopping for convenience, affordability, and a wider range of products to choose from. Overall, the home bedding market is expected to grow in the coming years, driven by consumers' increasing demand for high-quality, comfortable bedding products.

#### E Commerce is Driving the Market

The growth of e-commerce also played a significant role in the growth of the home bedding market, as consumers are increasingly turning to online shopping for convenience, affordability, and a wider range of products to choose from. Recently, e-commerce is a major driving force in the bedding market.

Online shopping revolutionized how consumers buy bedding products, providing greater convenience, selection, and often lower prices than traditional brick-and-mortar stores. E-commerce also allowed bedding companies to reach a wider audience, expand their customer base, and increase sales. Online marketplaces such as Amazon, Wayfair, and Overstock became popular destinations for bedding product shopping. Many bedding companies also launched e-commerce websites, allowing them to sell directly to consumers and bypass traditional retail channels.

Furthermore, e-commerce enabled bedding companies to provide customers with a more personalized shopping experience. Using data analytics and machine learning, companies can analyze customer preferences and behavior and provide personalized recommendations and product offerings. It helped improve customer satisfaction and loyalty.

#### Bedding Industry Overview

The market studied is competitive and fragmented globally. With technological advancements and product innovations, midsize to smaller companies are increasing their market presence by securing new contracts and tapping into new markets. The leading brands are opening exclusive stores for special products. The companies are also promoting, differentiating, and selling limited editions to increase their visibility and brand awareness in the market. The report covers major international players operating in the global bedding market. The major players in the market are Acton & Acton Ltd., American Textile Company, Tempur Sealy International, Inc., Sleep Number Corporation, and Bombay Dyeing.

#### Additional Benefits:

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

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