

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

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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### **Report description:**

The Japan Mattress Market size is estimated at USD 5.35 billion in 2025, and is expected to reach USD 6.64 billion by 2030, at a CAGR of 4.44% during the forecast period (2025-2030).

Japan became a significant center for mattress production as it is ranked as the fourth-highest country in generating revenue. The market is mainly influenced by increasing discretionary income and a changing way of life. The growth of structured retail and consumer sectors such as housing, hotels, and medical care enhances the demand for mattresses in Japan.

Despite the pandemic's initial challenges, there was significant growth in the mattress industry. In particular, the demand for high-quality mattresses increased significantly, with a growth rate of 40%. The pandemic raised awareness of the need to invest in a quality mattress. Not only did it improve sleep quality, but it could also have long-term benefits for customers' health as it was more durable and provided unparalleled support. This could help prevent pain and discomfort.

Younger consumers, especially 'digital natives' (i.e., millennials), are much more comfortable buying mattresses online than older generations. By eliminating showroom charges and commissions, brands selling directly to consumers can reduce costs and eliminate middlemen. When it comes to buying a mattress, 83% of people say the most important thing is comfort and support. Next, 57% say size/thickness. Construction/materials come in at 56%, reputation comes in at 40%, warranty comes in at 31%, customization comes in at 29%, and tech/innovation comes in at 16%.

New mattress materials and construction methods have transformed the mattress industry. Popular mattress materials include memory foam, latex, and hybrid mattresses. To meet the increasing demand for eco-friendly products, mattress manufacturers are exploring sustainable materials, such as organic cotton, natural latex, and plant-based foams.

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In 2023, Serta Simmons LLC, the world's leading producer of mattresses and sleep experiences, introduced its latest product, the iComfort ECO. This updated version delivered the same level of comfort, support, and cooling that iComfort stands for, all while utilizing more sustainable materials.

## Japan Mattress Market Trends

### Growing Urbanization Driving The Growth In The Market

- Japan ranked fourth in generating the highest revenue from the mattress sector. The urbanization process is a crucial factor fueling the demand shift, as consumers are now seeking environment-friendly and technologically advanced mattresses.
- Since 91.7% of the population resides in urban areas, there is a significant excess demand for bedroom furniture, including mattresses. The importation of mattresses steadily grows yearly, indicating a rising market and consumption for these products. Approximately 35% of the total revenue generated from bedroom furniture sales may be attributed to mattress sales.
- There is an increasing focus on designing mattresses that offer ergonomic support, alignment, and pressure point relief to address prevalent sleep-related problems like back pain and joint discomfort. Furthermore, the mattress industry is also influenced by demographic shifts and lifestyle choices.

### The Rising Aging Population In Japan Drives The Demand

- According to data released by the Ministry of Internal Affairs and Communications in Japan, the elderly population aged 65 and above witnessed an annual increase of 22,000, reaching 36,236,000. This group constitutes 29.0% of the entire population, and individuals aged 75 or older experienced a rise of 691,000, bringing the total to 19,361,000, which accounts for 53.4% of Japan's senior citizens.
- As a result, there is a growing need for mattresses specifically designed for older adults. Older adults need more support, pressure relief, and freedom to move around. By creating beds with features like better spinal alignment, less pressure, and motion isolation, there is an opportunity to tap into a rapidly expanding market segment.

## Japan Mattress Industry Overview

The mattress market in Japan is semi-consolidated due to the presence of a large number of domestic and international participants. The Japanese mattress market has many companies accounting for minor shares. Key players operating in the market are making strategic moves to gain a significant share of the Japanese mattress market.

For instance, in 2023, Japan-based Nitori Co. Ltd currently operates more than 800 locations in Japan and abroad, with aggressive intentions to expand to 3,000 by 2032. Competition within the industry is growing as a result of adopting smart mattresses and upgrading to new ones.

### Additional Benefits:

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

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