

Netherlands Sustainable Mattress - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Netherlands Sustainable Mattress Market size is estimated at USD 169.12 million in 2025, and is expected to reach USD 218.21 million by 2030, at a CAGR of 5.23% during the forecast period (2025-2030).

With a continuously expanding market for mattresses in the Netherlands, consumer behavior to pay extra amounts for sustainable mattresses is also observing an increase, leading to a rise in the market size of mattresses developed sustainably. The annual growth rate of residential property in the Netherlands is positive, resulting in a rising demand for mattresses with sustainable features. Most Dutch people in the Netherlands prefer to live sustainably resulting in an increasing number of consumers making specific preferences towards material used in mattresses while buying them.

South Holland, North Holland, North Brabant, and Gelderland are among the provinces in the Netherlands with the largest number of inhabitants, driving the demand and market revenue for sustainable mattresses. Natural mattresses consist of inner fillings made up of materials like wool, cotton, and bamboo with specific significance for people suffering from allergies or asthma. Sustainable mattresses exist with features of regulate the body temperature and help to get a restful night's sleep.

The market share of organic retail in the Netherlands has observed a continuous rise over the years, with a small decline during the pandemic, creating a positive externality for sales of organic/sustainable mattresses. Around 78% of the consumer purchase decisions in the Netherlands are influenced by sustainability, making sustainable mattresses an emerging market over the coming period. These trends are leading mattress manufacturers in the region to invest in designing and expanding sustainable mattresses in the country.

Netherlands Sustainable Mattress Market Trends

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Rising Demand for Sustainable Products

A significant share of consumer purchasing decisions in the Netherlands, at around 78%, are influenced by sustainability. Sustainable mattresses are made using materials like latex, cotton, and wool and are helping people to include more sustainable products in their bedding furniture. In the Netherlands, people are willing to pay almost 10% extra for buying sustainable mattresses, resulting in manufacturers charging slightly higher prices for sustainable/organic mattresses in comparison to synthetic mattresses. The sustainable mattress provides significant benefits to the buyers more than their cost with their capacity to regulate temperature, allowing the user to get better sleep. Sustainable mattresses are more durable, flexible, and long-lasting with fibers present in them as compared to synthetic mattresses. These benefits are leading to an increasing number of people adopting sustainable mattresses in the Netherlands.

Rise in Mattress Sales

Post-COVID-19 revenue of the mattress market in the Netherlands has observed a continuous increase in sales, creating a positive externality for the sales of sustainable mattresses in the country as well. With the advent of COVID-19, spending on bedding furniture in the country observed a continuous increase, leading mattress manufacturers to expand their mattress products, including synthetic and natural segments. By using advertisements and online product availability, manufacturers are focusing on expanding the market size with varying features of sustainable mattresses among the people. Rising overnight stays in hotels post-COVID-19 are leading to rising demand for mattresses from hotels, with sustainable mattresses emerging as a significant option for hotels to provide their guests with a comfortable and restful sleeping experience. These rising trends in sales of mattresses are leading to an increasing penetration of sustainable mattresses in the Netherlands.

Netherlands Sustainable Mattress Industry Overview

Netherlands' sustainable mattress market is partially fragmented, with an increasing number of players entering the market with expansion and existing businesses of sustainable mattresses. Manufacturers are making available sustainable mattresses made up of different organic materials as per consumer needs. Some of the existing players in the Netherlands' sustainable mattress market are Auping, Dutch Craft, IKEA, MATT, and Ecolife.

Additional Benefits:

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

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