

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

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Report description:

The Turkey Mattress Market size is estimated at USD 420.47 million in 2025, and is expected to reach USD 508.37 million by 2030, at a CAGR of 3.87% during the forecast period (2025-2030).

The Turkish mattress market has seen a remarkable evolution, shedding its less-developed stages. However, with the rise of the hospitality and health tourism industries, there has been a surge in demand for mattresses. As the Turkish economy expands, its citizens, residing in larger homes due to increased wealth, are seeking more mattresses. With its burgeoning population, strategic geography, and robust export contributions, Turkey is steadfast in its pursuit of global development. Recent years have witnessed notable developments, innovations, and a remarkable display of sector-wide solidarity in the Turkish mattress industry, positively influencing the broader sleep products market. With a population of 84 million, including refugees and immigrants, Turkey's mattress industry is poised for significant growth, especially as more companies enter the exclusive mattress production and sales arena.

However, Turkey's retail landscape poses a challenge, as the multi-brand environment necessitates an efficient purchasing process for consumers. Anticipating this, Turkey is projected to witness the rise of multi-channel platforms and marketing strategies. Companies can enhance their market presence by seamlessly integrating in-store and online sales channels. Despite Turkey's online sales channels carrying high commission rates, small and medium-sized enterprises are expected to benefit from the flexibility that multi-channel approaches offer.

Turkey Mattress Market Trends

Increase in Online Sales of Mattresses are Fueling the Market

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In recent years, the Turkish e-commerce industry witnessed an upward trend. Consumers, increasingly at ease with online shopping, are now turning to the internet even for significant purchases like mattresses. Capitalizing on this trend, online mattress retailers promise a seamless shopping experience, delivering diverse products to the customer's doorstep. This convenience resonates with Turkish shoppers, who appreciate the breadth and simplicity of e-commerce. Moreover, these online retailers often boast lower prices than their traditional counterparts and reduced overheads, which lures more Turkish consumers toward online mattress purchases. Turkey's logistics network has improved, enabling swift and efficient mattress deliveries nationwide. With speedier and more dependable delivery services, consumer trust in e-commerce has strengthened. Turkish consumers are enjoying a burgeoning selection of local and global online mattress brands, intensifying market competition and broadening consumer choices.

Increasing Export of Turkish Mattresses

The surge in exports of Turkish mattresses is bolstering the market studied. With heightened export sales, Turkish manufacturers are ramping up their production capacities. This, in turn, not only aids in meeting the escalating local demand but also fosters economies of scale. Furthermore, as these companies gain traction in international markets, they are spurred to enhance their products, designs, and quality standards to remain globally and domestically competitive. The heightened international exposure is enhancing their reputation abroad and elevating their standing among local consumers, fostering brand loyalty and driving domestic demand. Moreover, the export success makes Turkish mattress companies more appealing for foreign investments, which can then be channeled back into bolstering their presence in the Turkish market.

Turkey Mattress Industry Overview

The Turkish mattress market exhibits fragmentation. With rising demand, Turkish mattress manufacturers are targeting the European and Middle Eastern markets through exports. Turkey's advantageous positioning, coupled with its abundant labor, energy, and raw material resources, bolsters the expansion prospects for these manufacturers. Notable players in the Turkish mattress market include Berfa Group, BedGo, Innova Bedding, Homevs, Sohret, Visko Love, Istikbal, Bellona, Yatas, and Idas.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 EXECUTIVE SUMMARY

3 MARKET INSIGHTS AND DYNAMICS

- 3.1 Market Overview
- 3.2 Market Drivers
 - 3.2.1 Rising Population is Driving the Market
 - 3.2.2 Urbanization is Driving the Market
- 3.3 Market Restraints
 - 3.3.1 Intense Competition among Mattress Manufacturers

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- 3.3.2 Issues in the Supply Chain are Restraining the Market
- 3.4 Market Opportunities
 - 3.4.1 Smart Mattresses is Creating an Opportunity
 - 3.4.2 Offering Personalized Mattress Options is Creating an Opportunity
- 3.5 Value Chain Analysis
- 3.6 Industry Attractiveness - Porter's Five Forces Analysis
 - 3.6.1 Threat of New Entrants
 - 3.6.2 Bargaining Power of Buyers/Consumers
 - 3.6.3 Bargaining Power of Suppliers
 - 3.6.4 Threat of Substitute Products
 - 3.6.5 Intensity of Competitive Rivalry
- 3.7 Insights on Technological Innovation in the Industry
- 3.8 Impact of COVID-19 on the Market

4 MARKET SEGMENTATION

- 4.1 By Type
 - 4.1.1 Innerspring
 - 4.1.2 Memory Foam
 - 4.1.3 Latex
 - 4.1.4 Other Types
- 4.2 By Application
 - 4.2.1 Residential
 - 4.2.2 Commercial
- 4.3 By Distribution Channel
 - 4.3.1 Online
 - 4.3.2 Offline

5 COMPETITIVE LANDSCAPE

- 5.1 Market Concentration Overview
- 5.2 Company Profiles
 - 5.2.1 Berfa Group
 - 5.2.2 BedGo
 - 5.2.3 Innova Bedding
 - 5.2.4 Homevs
 - 5.2.5 Sohret
 - 5.2.6 Visko Love
 - 5.2.7 Istikbal
 - 5.2.8 Bellona
 - 5.2.9 Yatas
 - 5.2.10 Idas*

6 MARKET FUTURE TRENDS

7 DISCLAIMER

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