

Mattresses - US - December 2019

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This report looks at the following areas:

- Quality of sleep is top-of-mind
- Sleep smart
- Consumers want an in-store presence . . .
- . . . but online alternatives are gaining traction
- Breathing life into bed-in-a-box brands

While sales are limited by the high penetration and long lifespan of products within the category, consumers' desire to pursue high-quality sleep as a form of health management leads them to consider more regular upgrades and replacements. These are made possible by disruptive DTC brands that are able to offer convenient, cost-conscious offerings delivered straight to shoppers' doors.



"Mattress sales are growing gradually as innovations in both retailing practices and products continue to drive interest across the market."

Madelyn Franz, Research Analyst

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